

PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 256

November 4, 2015

Meeting number two hundred fifty-six of the Piedmont Virginia Community College Board was held Wednesday, November 2, 2015, in the W. A. Pace Jr. Board Room.

Present

Stephen Davis	Sean Moynihan
Frank Gallo	Ava Pippin
Debbi Goodman	Thomas Proulx
Robert Hodous	Fred Richardson
Peter Kleeman	Joseph Scruggs

Absent

Bruce Dotson
Alvin Edwards
Sean Michael McCord

Others

Frank Friedman, President
Pat Buck, Assistant to the President & Special Events Coordinator
John Donnelly, Vice President for Instruction & Student Services
Sue Haas, Chief Information Officer
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Adam Hastings, Dean of Business, Mathematics & Technologies
Joe Hood, Campus Police Officer
Corinne Lauer, PASS President
Leigh-Anne Lawrence, Director of Marketing & Media Relations
Colum Leckey, College Senate Chair
Kim McManus, Vice President of Finance & Administrative Services
Camryn Perry, Student Government Association President
James Ross, Vice President for Institutional Advancement & Development
Mary Lee Walsh, Dean of Student Services

Welcome and Call to Order

Ms. Pippin welcomed those present and called the meeting to order at 4 p.m.

Approval of Minutes

The proceedings of the September 2, 2015 meeting were unanimously approved on a motion by Mr. Hodous and seconded by Mr. Proulx. Dr. Kleeman abstained as he did not attend the meeting.

Public Comment

None

President's Report

Budget/VCCS/PVCC Updates. Dr. Friedman briefly reviewed the Chancellor's goals and objectives that are given to the presidents who then determine what they will do to meet the objectives and the strategies. They include a concerted effort to reach out to those who apply and never enroll to increase application enrollment yield to completion and graduation; increase the number of students who achieve industry certifications and monitor that data; secure resources in the amount of \$40 million from the General Assembly for an outcomes-based funding formula for workforce credentials which is the Chancellor's number one priority; and a two percent salary increase for faculty and staff. The State Council of Higher Education for Virginia has recommended a major funding reinvestment in higher education.

The week of January 25 is "Community College Week" and the former "Every Day is Community College Day" program has been consolidated into that one week. The week is intended to concentrate the advocacy efforts of all of the colleges with their business partners in a direct lobbying effort. PVCC is scheduled to attend on January 25 along with four other colleges and the College Board is invited to attend this major VCCS kick-off event in Richmond followed by individual meetings with our legislators. Additional details will be forthcoming. A date will be scheduled for the students to travel to the General Assembly to meet with their legislators.

College Updates

Dr. Hastings on behalf of Dr. Donnelly

- Over the past six months, Workforce Services has been working with Charlottesville City's Office of Economic Development on a number of training programs aimed at assisting low skilled, unemployed and underemployed citizens of Charlottesville. Programs offered included a nurse aide and customer service program as well as a series of Growing Opportunities (GO) programs including GO Driver which prepares individuals to drive the Charlottesville Area Transit and JAUNT buses; GO Electric which prepares individuals to become field electrical workers; and GO Clean which prepares individuals to work with the City of Charlottesville Public Works Department and Farmington Country Club. Each of the programs include training in customer service. The programs have enrolled over 90 city residents with a completion rate of 81%. Dr. Friedman reported that the training for the six to ten week programs are provided by PVCC and include intensive skill and soft skill development. He emphasized that the College wants to expand these training programs into our other localities and Board members are encouraged to offer encouragement to their localities to fund them.
- PVCC will be hosting "Creative Strategies in Teaching and Learning in Chemistry," the national meeting for the Two-Year College Chemistry Consortium (2YC3) on November 6-7. 2YC3 is a division of the American Chemical Society. Almost 80 chemistry faculty from all over the country will be participating.

- The One Book project is coming to a close at the end of the fall semester. To date we have distributed over 620 copies of the book, *The Immortal Life of Henrietta Lacks*. Twenty-three faculty members integrated the book as part of their courses; we had two speakers who presented on aspects of the book; had a screening of a documentary about the book; and students are currently involved in an essay contest.
- Students in Connie Jorgensen's and Larry Tiezzi's political science and geology classes have developed a project to name a state rock. Virginia is one of five states that does not have a state rock. The group is petitioning to make Nelsonite, named for Nelson County, the state rock.
- PVCC had a "Free Speech Week" from October 19-23. Several activities were held including a talk by Joshua Wheeler, Executive Director of the Thomas Jefferson Center for the Protection of Free Expression entitled, "Heritage or Hate: Free Speech and the Confederate Flag." There was also a mobile free speech monument located on PVCC grounds where students, faculty and staff were able to share thoughts and ideas.
- There are a series of travel study opportunities hosted by PVCC faculty. In May, Spanish professor Jorge Grajales-Diaz will be leading an 11-day tour to Spain which includes stops in Barcelona, Madrid, Granada, Costa del Sol, Seville, Madrid and Toledo. Japanese professor Noriko Donohue will be leading a 12-day tour to Japan in May which includes stops in Tokyo, Hakone, Kyoto and Osaka. If you are interested in either of these trips, please contact John Donnelly and he will put you in contact with the faculty members.
- The College is continuing its work in creating aligned career pathways with CATEC. Two program areas, Pharmacy Technician and Cyber Security, are planned for alignment with students enrolling in the fall 2016 term.

Dr. Ross

- With state funding going down, private gifts help support the College's mission. The Educational Foundation board is about to begin its work to solicit donations to the annual campaign; even the Student Government Association is doing its part. Over 12,000 letters to alumni, businesses, donors, and prospects will go out, and the faculty and staff are encouraged to donate; letters will also be sent to parents of incoming students. Board members are welcome to provide potential donor information.
- The early college scholarship program for William Monroe High School has again received an anonymous donation that includes a \$25,000 match.
- A committee will be reviewing the proposed "valedictorian" scholarship to further develop the concept based on concerns raised by the Foundation Board. Discussion and concerns brought up at this meeting will be provided to the committee.
- The Foundation Board approved the funding for and hiring of a director of major gifts and planned giving.
- The annual dinner for scholarship recipients and donors takes place next week with an estimated attendance of 130.
- Ms. Pippin handed out campaign solicitation letters to Board members.

Ms. Haas

- The full-time network analyst and web developer positions have been filled.
- Office 365 migration is in its early stages with the moving of email to the Cloud; other applications will be fully implemented by December 2016.

Mr. McManus

- Teresa Willis has been hired as the new human resources manager; she also will serve as the College's Title IX coordinator. The College is collaborating with UVA on staff training and investigations related to Title IX.
- The new police chief hire will be announced tomorrow.

Dr. Hamm

- The student survey is underway; it collects valuable insight from students regarding use and satisfaction with services that are provided by PVCC including instruction, safety, food, academic support and student success.
- The annual career and technical education graduate employment report was finalized. The findings were favorable with 95% of CTE graduates being employed; 97% stated that PVCC helped them to further their academic and or professional goals; the average salary for CTE graduates was \$36,204; 79% of graduates reported that their PVCC degree was strongly related to their employment. The full report is available on her department's page of the College's website.
- She is currently exploring a number of research endeavors including application yield and what happens to those who do not enroll at PVCC, and exploring retention and those who do not continue on and what happens to them. If they are not enrolling, what does that data (financial aid standing, academic standing, and other measures) tell us that might enable students to return to PVCC to obtain their degree.
- In conjunction with Dr. Donnelly's office and the VCCS' Institutional Effectiveness and Institutional Research Office, she is exploring general education competency assessments.
- Current projects include the assessment of general education competencies of critical thinking, information literacy, and writing communication, providing additional data for those programs in the program review cycle; coordinating the CCAMPIS grant application process for current students who may have children to take advantage of our child care grant opportunity with the YMCA; the Graduate Transfer Success Survey for 2014-15; the Graduate Employment Survey for 2014-15; the developmental education outreach data pull to enable student services to outreach to those students that test below PVCC's course offerings; working with program and unit coordinators to report their goals in our unit reporting system for this academic year; and other mandated state and federal reportings.

Fall Enrollment Profile

Dr. Hamm reviewed the provided enrollment profile. As of October 19, there were 5,433 students enrolled at PVCC. This is a 1.8% decline from this time last year; the VCCS is currently experiencing a 3.69% decline in headcount. Similarly, PVCC's FTE is also experiencing a 1.8% decline, with the VCCS experiencing a 4.04% decline. African Americans represent 12% of the PVCC population and Hispanics 6% while the white population is 72%. Enrollment in all service regions, except Albemarle, has declined. The number of students taking classes on campus has increased by 4%. The number of students taking a distance course has declined; 461 students were taking only distance learning courses. Transfer programs continue to have the highest enrollments. Dual enrollment has 1,375 students enrolled in courses at their regional high schools, a full-time equivalency of 488. Of those students who recently graduated from high school in June 2015 and enrolled fall 2015, 412 are graduates from the regional public high schools and 41.5% of these students were dual enrolled at PVCC last year. Another 35 students are from private schools and 49 are 2014-15 home school completers.

Dr. Friedman noted access to distance learning is still a problem for those who don't have broadband in their homes and have to go to community sites and/or come to the College. Political leaders are aware of this and we would be supportive of expanding broadband to bring more students into internet based courses.

Program Highlight: Campus Security and Safety

Dr. Friedman introduced Ms. Walsh and Officer Hood, noting the timeliness of the topic due to the recent Umpqua Community College massacre.

The Governor encourages and expects a culture of preparedness of everyone, and PVCC hopes to provide a safe and secure learning and work environment. The key points are preparedness, prevention, response and recovery with accompanying policies and procedures to guide the College community. Resources include campus police, the threat assessment team, Albemarle county police, Region 10 Community Services Board, the entire College community, UVA, communication, tactical and first aid equipment, security cameras and Maxient reporting. Emergency plans are in place and both internal communication (cell phones, radios, networked computers, etc.) and external communication (public information officer, website, email/text alerts, media, etc.) are key. Training via meetings, seminars, presentations, online information and drills are also important.

A lock down drill will be planned for mid-January and a full functional exercise, in conjunction with local responders, will also be planned. Reviews of action drills and plans are routine.

The Threat Assessment Team was established in 2008 after the Virginia Tech tragedy and includes liaison access to Region 10, local police, and VCCS legal counsel. The team receives reports from the online incident reporting system (Maxient) for evaluation and action planning and meets regularly to monitor individuals and refer students for help/resources. "See something, say something" is strongly encouraged.

The campus police and public safety officers engage in community policing, getting to know students and making students feel comfortable in approaching them.

Campus police and public safety officers, as well as all College employees have a role in responding to incidents. Of course the local and state police are called in when necessary.

PVCC services and resources are quickly recovered and restored after an incident, utilizing other agencies such as the Virginia Department of Emergency Management and the VCCS.

There are additional costs and fees for radios, the Maxient system, sworn officers and more; what's expected and required by law has changed in recent history without associated funding.

Chair's Report

Virginia Summit on Higher Education and Economic Competiveness. The November 12 summit will be attended by Dr. Friedman, Mr. McManus and Dr. Richardson.

Next College Board Meeting. The next meeting of the College Board is scheduled for Wednesday, January 6, 2016, at 4 p.m. at PVCC.

Other. Ms. Pippin thanked Board members for contributing information for President Friedman's evaluation. She distributed invitations from the Louisa Education Foundation to the dedication of the Alan Jackson Theatre in the new Louisa County High School.

Dr. Kleeman attended the Chancellor's Planning Retreat in Roanoke a couple of weeks ago and noted it was a strong kick off to promote student achievement and to meet objectives.

Information Items

The following information items were provided: College Board Calendar and September-October Media Highlights.

The motion to adjourn was made by Mr. Proulx, seconded by Dr. Richardson.

Respectfully submitted,



Frank Friedman
President and Secretary to the Board

APPROVAL



Ava A. Pippin
Chair