

# PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

## Board Meeting No. 255

September 2, 2015

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

### Present

Stephen Davis	Sean Michael McCord
Bruce Dotson	Sean Moynihan
Alvin Edwards	Ava Pippin
Frank Gallo	Thomas Proulx
Debbi Goodman	Fred Richardson
Robert Hodous	Joseph Scruggs

### Absent

Peter Kleeman

### 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

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

David Moyer, Co-Chair of Faculty Senate

Camryn Perry, Student Government Association

James Ross, Vice President for Institutional Advancement & Development

Kris Swanson, Chancellor's Faculty Advisory Committee

New Faculty: Melinda Clark (biology), Kelly Dixon (communication studies), Sandra Luthie (surgical technical clinical coordinator), Erica Moore (engineering), Karen Overman (mathematics), Todd Platts (sociology), Justin Storer (mathematics)

### 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 May 6, 2015 and July 7, 2015 meetings were unanimously approved on a motion by Mr. Hodous and seconded by Dr. Edwards.

### Introduction of New Faculty

Dr. Donnelly introduced and welcomed new faculty. Attending the meeting and providing brief comments about themselves were: Melinda Clark, Kelly Dixon, Sandra Luthie, Karen Overman, Todd Platts, Justin Storer and Erica Moore. Not able to attend was Joe Hass (engineering).

### President's Report

*Introduction of College Representatives.* The shared governance chairs/presidents of their respective organizations were introduced Kris Swanson, CFAC; Colum Leckey, College Senate; Corinne Lauer, PASS; David Moyer, Faculty Senate; Cam Perry, SGA.

*Budget/VCCS/PVCC Updates.* Dr. Friedman reviewed highlights from his July budget update to the College community. The budget totals about \$23.5 million, with 38% coming from the State, 52% from tuition and 10% from other sources; the State portion is steadily declining. Tuition this fall went up \$6/credit hour while most of the four-year institutions saw increases in the \$400-500/credit hour range. Two-thirds of the new revenue from tuition increase goes to salary increases and a systemwide initiative to open a call center for all 23 colleges for financial aid and business offices. This initiative grew out of the dire need to answer student questions on the phone, especially during peak times. The call center never closes and they are trained to answer 80-90% of inquiries; other questions are referred back to the colleges. The response time greatly improves customer service. Also funded are student success initiatives, i.e. increasing advisors and staff serving at-risk students using a technology-based system. Faculty are encouraged to report students with difficulties early in the semester, allowing for rapid intervention.

Last year the General Assembly assigned to Chancellor Dubois the development of a statewide plan for increasing workforce development in response to the Governor's interest in workforce development for the state to address tremendous shortages in mid-level employees. The Chancellor's report will be coming out soon with more details, but it will be the first time the VCCS requests the State to fund workforce non-credit courses. We are trying to build into all workforce credit programs the ability to get industry certification. The Chancellor's goal is to provide funding to the colleges when students obtain these certifications.

At the joint Boards summer retreat, the main topic was the student success center and how to move forward in funding and construction. Things have changed since then. In early August the Governor indicated he is considering putting in his budget money for construction on college campuses--whether as cash or a general obligation bond is not clear--but he made it clear the funding will only be for meeting his priorities with economic development for Virginia. Our student success center didn't meet his priority; the Chancellor was asked to reprioritize the VCCS priorities. Our second priority after the student success center was the expansion of the Stultz Center to grow new workforce development programs, so the two priorities are now merged. The College submitted a new request for an advanced technology center with the same square footage, with two-thirds of it for new programs to support economic development and one-third to support student success components. The revised plan did make the Chancellor's priority list.

### *College Updates*

#### *Dr. Donnelly*

- TJACE, the adult learning center, was awarded a PluggedIn grant for under/unemployed individuals to

- obtain their GED and to get technical skills for employment. This is the third year of the grant and its focus is hospitality.
- A \$50,000 innovation grant with Charlottesville and Albemarle County schools has been awarded to create K-12 pathways to engineering.
- The open education resources (OER) initiative, to help reduce textbook costs, encourages faculty to engage in the process of reviewing OER materials to determine if they are good. The pilot last year was for ITE 119, with one of the faculty members completely converting to OER materials; the calculated cost savings was \$250,000. A used book exchange was offered, but more needs to be done to reduce the huge cost of books for the students. Dr. Friedman noted the cost of textbooks is a major state and national issue. Faculty have to review the OER materials to ensure quality before adopting.
- The One Book Project this year is *The Immortal life of Henrietta Lacks*. Books are offered to those in the College community interested in reading the book and activities and speakers will be scheduled. Board members are welcome to a copy of the book.
- Dr. Donnelly provided copies of *the Forum*, the College's student paper.
- Workforce Services had an extremely successful summer with its KidsCollege@PVCC and STEM and Arts Academies Camp programs with a 200% increase over previous enrollments.
- New programs are being offered in commercial driver license (CDL) and drones. That program could see a big expansion for professional drone use, not just for the hobbyist.
- The College is hosting the American Chemical Society in November.
- Teaming up with the Virginia Foundation for Humanities, Dean Haury is coordinating a series of four sessions to reflect on civilian life using books and readings. The sessions are open to all veterans and families.
- The CATEC-PVCC partnership to review collaboration for new programs is progressing with additional meetings and industry leaders reviewing curricular pathways. It is hoped that programs in health information management, pharmacy tech, advanced manufacturing and cybersecurity/IT will be ready for fall 2016 implementation.

*Dr. Ross*

- With declining state revenues fundraising is the answer. The annual campaign will be commencing soon. The Foundation is exploring an initiative to create a valedictorians scholarship for each high school in the service region, raising \$10,000 per scholarship. Names of business/contact persons are welcome for funding solicitation.
- Along with Drs. Friedman and Donnelly, Dr. Ross has discussed with the Educational Foundation the endowment of our schools and programs. Businesses and individuals will have naming rights for \$1 million contributions. Last week, a long-time supporter of the College and a former College Board member made the ask to endow the Great Expectations Program of a prospect. Suggested contacts are also welcome.
- Copies of the annual report were available to the Board.

*Dr. Hamm*

- A slight enrollment decline for fall has occurred but our decline is not as great as the overall VCCS decline; we expect to be slightly under projection. Enrollment in late start classes will increase the current figures. A full enrollment report will be provided at the November meeting. Dr. Friedman's best guess at this point is that the VCCS total enrollment will be down 4-5% and ours down about 2%. The budget is built on the projected enrollment drop which is not unexpected. Enrollment declines are occurring nationwide in both rural and urban institutions.

- The 5<sup>th</sup> year interim report will be submitted this week to the Southern Association of College and Schools Commission on Colleges (SACSCOC).

*Ms. Haas*

- Her team provided a significant amount of support for the SACSCOC report and offered kudos to them.
- Over the summer installation of the new cameras and audio equipment for Panopto was completed.
- A new ID system for students and College staff has been integrated with the current Student Information System. The next major step is uploading ID photos in BlackBoard.
- New security cameras have been installed.
- Her team upgraded 238 computing devices throughout the College; this year 212 units will be updated.
- Her team is doing a trial use of the Office 365 implementation.
- The health and life sciences application is in phase three this year.
- A new document management system, Image Now, will be utilized by Human Resources.
- Windows 10 will be deployed by the end of next summer.
- A new PVCC Intranet is being developed.
- Paper forms used by the College are continuously being converted to online forms; processes are continually under review.

Dr. Friedman formally introduced the College's new Vice President for Finance and Administrative Services and turned the floor over to Mr. McManus.

*Mr. McManus*

- Mr. McManus introduced himself, providing a brief summary of his previous experience, including employment at two of our VCCS colleges. He holds an MBA, is married with two children and is happy to be at PVCC.
- Over the summer, many classrooms, labs and office spaces received upgrades. All of the doors in the buildings were rekeyed as part of the new ID system for College personnel. The replacement of the cooling tower in the Dickinson Building will be funded by the VCCS as a maintenance reserve project and will be replaced over the winter.
- Human Resources has been busy with the onboarding of new faculty and staff. Marie Melton, recently retired business manager, is serving as the interim director. We are well into the search process for a new HR director.
- The search for a new police chief will commence soon; the public safety department is working closely with the Building and Grounds staff on issuing the new IDs.

**Committee Reports**

***Finance and Building Committee.*** Mr. Proulx reported on behalf of the committee, reviewing a utility easement to Albemarle County Service Authority to extend the existing water line which ends on the PVCC campus at the Stultz Center. The water line extension will cross Route 20 and service additional customers across the highway. It will benefit the campus, especially the Stultz Center, because the existing line creates taste and sediment issues in the water. The work will be performed at no cost to the College or the VCCS. An aerial photo showing the location of the new water line was provided. On a motion by Mr. Proulx, seconded by Mr. Hodous, the Board unanimously approved the right of easement or the Michie Tavern water line replacement. The motion also included a recommendation to the State Board for Community Colleges that there

be written assurance that the contractor repair any parking lot or other infrastructure damage at PVCC and that the easement be recorded with the correct address of the Stultz Center (600 College Drive).

**Chair's Report**

**2014-15 Performance Report.** Ms. Pippin called attention to the report, included in the meeting materials.

**2015-16 Committee Assignments.** There have been no changes, but if a membership change is desired, please let Ms. Pippin know.

**Chancellor's Planning Retreat.** Scheduled for October 13-14 in Roanoke, this retreat replaces the Chancellor's annual planning retreat and the State Board's annual meeting due to often overlapping content. "Credential Virginia's Potential" is the theme of the retreat. Included will be presentations on the Chancellor's workforce development plan, capital outlay and construction plans. Both the College and Educational Foundation Boards are invited to attend. Ms. Buck will send an electronic invitation to the boards which provides a link for registration and hotel reservation details. The deadline for hotel reservations is September 14; registration deadline for the retreat is October 1. Carpooling will be available from the College.

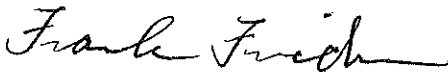
**Next College Board Meeting.** The next meeting of the College Board is scheduled for Wednesday, November 4, 2015, at 4 p.m. at PVCC.

**Information Items**

The following information items were provided: Board Membership List, Terms of Office, College Board Calendar, State Board for Community Colleges Membership/Liaison, Summer Media Highlights.


The motion to adjourn was made by Dr. Edwards, seconded by Mr. Hodous.

Respectfully submitted,



Frank Friedman  
President and Secretary to the Board

APPROVAL



Ava A. Pippin  
Chair