PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 251

January 6, 2015

Meeting number two hundred fifty-one of the Piedmont Virginia Community College Board was held Wednesday, January 6, 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
Robert Hodous  Fred Richardson
Peter Kleeman  Joseph Scruggs

Absent

Debbi Goodman

Others

Frank Friedman, President
Pat Buck, Assistant to the President & Special Events Coordinator
Tracy Cersley, Business Manager
John Donnelly, Vice President for Instruction & Student Services
Robert R. Fountain, Rear Admiral (Ret.), SBCC Liaison to PVCC
Sue Haas, Chief Information Officer
Jolene Hamm, Director of Institutional Research, Planning & Institutional Effectiveness
Connie Jorgensen, College Senate Chair
Patt Keats, Guest and Donor
Steve Parker, Vice President of Finance & Administrative Services
Jeannie Perutelli, PASS President
Andrew Renshaw, Coordinator of Dual Enrollment and Off-Campus Programs
James Ross, Vice President for Institutional Advancement & Development
Deb Sanderson (friend of Patt Keats/PVCC adjunct faculty)
Anita Showers, Director of Marketing & Media Relations
Media

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 November 5, 2014, meeting were unanimously approved on a motion by Mr. Hodous, seconded by Rev. Edwards.
Public Comment

None

Approval of Naming of Science Building

Mr. Davis read the following resolution:

Whereas, the Piedmont Virginia Community College Educational Foundation Board of Directors at its November 6, 2014 meeting passed a resolution which recommended that the PVCC Board name the Science Building the Theodore E. and Patt Hart Keats Science Building; and

Whereas, Dr. Patt Keats has pledged a significant gift to the PVCC Educational Foundation to support the PVCC radiologic technology program with funds for faculty salaries, equipment, supplies and scholarships for second-year students; and

Whereas, Dr. Keats’ significant gift meets the Educational Foundation’s guidelines for amounts required for being considered for naming buildings after donors;

Therefore, it is recommended that the PVCC Board approve naming the Science Building, from this date forward, the Theodore E. and Patt Hart Keats Science Building.

On a motion by Mr. Davis, seconded by Mr. Moynihan, the Board unanimously approved the resolution to a round of applause.

Dr. Keats was given an opportunity to speak and asked that she not be the one to be congratulated, but to congratulate the students who will benefit from the donation. She is so excited for the students and is anxious to let them know the good news. As a former PVCC student, graduate, adjunct instructor and a radiologic technologist, she is proud to be able to make this gift possible.

A celebratory cake was enjoyed by all.

Comments by SBCC Liaison

Rear Admiral Fountain noted that he was pleased to attend today’s meeting. Radm. Fountain is a career Naval officer and previously served as chair of the Rappahannock Community College local board and was appointed to the SBCC in 2011. He has long been active in civic affairs in the Northern Neck region.

President’s Report

Budget/VCCS/PVCC Updates. The short session of this year’s General Assembly convenes next Wednesday. In terms of the budget, this is the least active session in which Dr. Friedman has participated. The Governor had no amendments that affect PVCC in any way; the cuts announced in the fall are moving forward but there are no additional cuts expected. The bad news is that he has heard nothing which leads him to believe that salary increases will be included in the budget. There are a few VCCS priorities, mostly relating to workforce
development, with efforts to get a toe in the door for that funding. Many neighboring states fund non-credit workforce development courses in addition to credit courses; ours must be self-supporting. There is sure to be discussion/legislation around sexual assault/violence issues and training sessions for College employees relating to Title IX. Delegate Cox indicates he will put legislation forward to limit student fees (maybe just athletic fees) based on a JLARC study.

PVCC continues working with CATEC to help implement their strategic plan, aligning their curriculum with PVCC’s. Dean Hudson is working with CATEC to create a seamless opportunity for students to move into healthcare careers. The long term issue is facilities—is there sufficient interest on the parts of the City/County to construct a building and build one on PVCC property? That is an unknown. Dr. Friedman meets later this week with Supervisor McKeel who is in favor of that prospect.

The City school system is the administrative agent for adult basic education in Central Virginia and they have approached PVCC to take it over. It includes GED preparation, English as a second language and adult basic education. They feel if PVCC runs the program it’ll be seamless for its patrons. We are interested but there are issues related to funding and resources, both of which are being thoroughly evaluated by Vice Presidents Donnelly and Parker before a final decision is made. It is a very complicated issue to address. Lord Fairfax Community College recently did this and has provided information for consideration. It is nice to know that the school systems are interested in and have faith that PVCC could take this on.

The College’s on-site fifth year review by our accrediting agency, the Southern Association of Colleges and Schools Commission on Colleges, takes place this year from March 31-April 2. A small team will visit off campus sites opened since our ten-year reaffirmation.

Dr. Friedman completed his year as chair of the Charlottesville Albemarle Chamber of Commerce and will now serve as past chair.

College Updates

Dr. Donnelly

- Faculty are on campus for convocation week and getting ready for Monday’s start of the spring semester.
- Crystal Newell has been hired to replace Linda Cahill as librarian; her vacant position as access librarian will be filled. The faculty hiring season is in full swing with the advertising for seven vacant positions.
- Research and preparation for the adult learning center and Title IX implementation are major ongoing projects.
- A VCCS initiative for a financial aid call center, partnering with BlackBoard, will be implemented by July 1. It will provide 24 hour, year round telephone and online support to students.
- Workforce Services partnered with the City Transit Authority for a training program for drivers, graduating 12 students who are employed, likely with a doubled income. The program will be offered again in the spring.
- A ten year anniversary celebration of the viticulture and enology program will be held on March 19; details will be forthcoming.
Dr. Ross
- Last year the Development office exceeded its annual campaign goal and this year’s total is also expected to exceed the $150,000 goal. Special campaigns were directed to wineries, breweries, and cideries and a young alumni initiative. The superintendent of Greene County schools asked for fundraising help for scholarships for their students for the early college program, resulting in a $20,000 challenge donation which was exceeded. The annual funds raised are earmarked for faculty grants, student scholarships and initiatives to better the College. Dr. Friedman noted that the Educational Foundation has multiple campaigns and the above described are for the annual campaign; it has total campaigns of about $1.2 million. Whether the Greene County campaign program could be replicated for other counties is worthy of consideration. Mr. Scruggs mentioned there is a vacant school building in the Gold Hill area of Buckingham that SVCC may use to expand its offerings and perhaps PVCC could also use. He will continue the discussion with the county administrator.
- Planned giving will become another focus for the Foundation.
- Endowments for departmental programs will be addressed this year.

Mr. Parker
- VCCS maintenance reserve funds have been used for the Stultz Center’s major restroom repairs, boilers for the Dickinson building, the dam, and HVAC issues and window replacements in the main building.
- PVCC’s security office is now the Department of Public Safety and Campus Police and is now a fully-commissioned police department. The office will be located in Room M709 next to the auditorium; the office at the west entrance of the main building will continue to be used to provide convenient access to public safety services by the PVCC community. Two police officer positions are currently advertised and will be filled soon. Chief Harrison will be offering public safety presentations to include dating violence, Clery Act compliance, stalking violence and more.
- The UVA Credit Union branch will be opened on campus in the next month or so and an ATM will be installed.
- The College’s business manager, Marie Melton, retired in December after 42 years. Mr. Parker introduced Tracy Cersley, PVCC’s accountant, who will take over as business manager. She was under Marie’s tutelage for 21 years.

Ms. Haas
- Ms. Haas has put together a work group to develop the technology strategic plan; the plan will be vetted by the Information Technology Committee and other groups.
- Cloud computing, in terms of supporting network and infrastructure, will be evaluated in the next year and beyond.
- Efficiency processes are continually being reviewed for classroom support and computer deployment/procurement/end of life cycle.
- The wish list for the Equipment Trust Fund spending plan will be ready later in the spring.

Dr. Hanum
- The end of term fall enrollment was 5,554 students with 2,790 FTES. Both enrollment and FTE are nearly equivalent to fall 2013, with FTE being slightly higher than fall 2013 (1%). End of term fall semester had an increase in diversity rate, with individuals from a diverse population comprising 29% of the student body. This is a 7 percentage point increase from the previous fall.
Work continues in preparation for the SACSCOC 5th year off-site visit. Reporting included three components—the interim report, the QEP report, and the off-campus site visit and report. The off-site visit takes place March 31-April 2 with visits to Albemarle and Western Albemarle high schools, the Jefferson School City Center and the Eugene Giuseppe Center. The purpose of the off-campus site visits are to ensure that students who attend at these sites have adequate services available and that the courses and programs offered at the sites are equivalent to the courses offered at the main campus. Dr. Donnelly, the academic deans and Mr. Andrew Renshaw, Coordinator for Off-Campus Sites and Dual Enrollment, will coordinate the off-campus site visits. The off-campus site report covers 14 comprehensive standards and focuses these standards to the specific sites. The purpose of the off-campus site report is to provide the visiting committee with a snapshot of how we achieve these standards at our off-campus site locations. The SACSCOC 5th year report reports on 17 comprehensive standards and federal measures as well as summarizes the impact of the Quality Enhancement Plan, Write Here, Write Now. The impact report for the QEP details the objectives of the QEP, what worked and what did not work.

Committee Reports

Dr. Richardson, chair, reported on behalf of the Curriculum Committee. Following a thorough discussion, they are recommending approval of the Career Studies Certificate in Central Services Technician and the Career Studies Certificate in Retail Management. Dr. Donnelly addressed questions raised. On a motion by Dr. Dotson, seconded by Mr. Gallo, the Board unanimously approved both certificates.

Audit Reports

Financial Aid. Dr. Donnelly reviewed the Financial Aid Post Award Process Audit report of November 13, 2014, performed to determine whether colleges are adequately administering the post award process and whether financial aid departments’ policies are current and comply with regulations. The audit covered the process used for awarding Pell Grant and Direct Loans. Dr. Donnelly was pleased to announce there were no findings for the College.

Fixed Assets. Mr. Parker reviewed the VCCS Fixed Asset Internal Audit report of November 3, 2014, performed to determine whether the colleges and the system office adequately track fixed assets, safeguard assets, accurately and completely enter information in the Asset Management System and use the system efficiently and effectively. A management plan for the findings for the College are underway and will be completed by the end of January.

Program Highlight: Early College Initiative

Mr. Renshaw provided a thorough report on the Early College initiative:

Dual Enrollment: Dual enrollment classes are PVCC credit courses offered at our local high schools and taught mostly by high school teachers who have been approved as PVCC adjunct faculty. Students earn college credit that can be used at PVCC or can usually be transferred to other colleges and universities. Dual enrollment classes are offered at no charge to students. In addition, students must qualify as college-ready in order to take dual enrollment classes and meet all pre-requisites for the courses they wish to take.
PVCC currently offers dual enrollment classes at:
- Albemarle High School
- Blue Ridge School*
- CATEC
- Charlottesville High School
- Fluvanna County High School
- Fork Union Military Academy*
- Greene County Technical Education Center
- Louisa County High School
- Monticello High School
- Nelson County High School
- Western Albemarle High School
- William Monroe High School
  *private school

In the fall 2014 semester, approximately 1,350 students participated in dual enrollment taking over 40 different courses (140 class sections). This resulted in approximately 497 FTE (full-time equivalents), a 22% increase over the fall 2013 semester. Dual enrollment classes include both those that are designed to transfer, such as math, English, engineering, science and history, as well as CTE courses designed to be used in PVCC applied associate’s degrees in fields such as culinary arts and information technology.

*Early College Program:* Passed in 2012, Virginia HB 1184 mandates that “each institution within the Virginia Community College System shall develop agreements for postsecondary degree attainment with the public high schools in the school divisions that they serve, specifying the options for students to complete an associate degree or a one-year Uniform Certificate of General Studies concurrent with a high school diploma.” PVCC has worked with our partner high school divisions and developed these Early College pathways for students at all of the public high schools in our direct service region. We currently offer pathways for high school students to earn the AS degree in general studies as well as a general studies certificate pathway.

Students leverage the dual enrollment credit available at their high schools to help fulfill the requirements for the AS degree or certificate. However, they must also take additional courses beyond what is available through dual enrollment in order to earn all the necessary credits to complete the Early College Program. Students can take the additional required classes at PVCC (on campus or online) as a dual-credit student and/or can use AP credit they earn at their high school. While dual enrollment is offered at no charge to students, they are required to cover the costs of dual-credit classes. Therefore, the more credits that are available to students through dual enrollment the lower the cost is for the student to complete the degree or certificate in the Early College Program. For example, students at LCHS are able to take 47 of the required 61 credits for the AS degree through dual enrollment. They need only take 14 additional credits through dual-credit classes in order to meet all the requirements for the degree. In this case, the total tuition cost for the students to complete the AS degree would only be $1,976.10, based on the current tuition rate.

As of the end of the fall 2014 semester, we had students from four of our high schools who had already completed intention forms and been officially entered in our Early College Program. Most of these students are currently high school freshmen and sophomores, along with some juniors. Students in the Early College
Program do not take the bulk of their college coursework until their junior and senior years. We expect the first cohort of these special students to graduate next year (May 2016).

Currently there are 73 students participating in the Early College Program at the following schools:
- Charlottesville High School (n=7)
- Louisa County High School (21)
- Nelson County High School (7)
- William Monroe High School (38)

All of these school divisions provide some sort of financial support to offset the costs for students to take the dual-credit classes required for the Early College Program:
- Charlottesville High Schools: covers the costs of books and 50% of tuition (100% for students who qualify for free/reduced lunch)
- Louisa County High School: scholarships available (private donors)
- Nelson County High School: covers all costs
- William Monroe High School: scholarships available (private donors)

There are programs other than the general studies program, but this program transfers/meshes better; some schools don't have all the courses for other programs and we want this not to be available only to the affluent.

Courses are evaluated in the same way as dictated by SACSCOC. There are common syllabi, tests and exams used in the classes and the high school faculty meet the same standards and use the same student evaluation system as the College's faculty.

Dr. Friedman noted that as Board members talk to members of the community to always cite the dollar amount of tuition their residents save based on dual enrollment courses. Dual enrollment is just under 20% of the total enrollment and each FTE generates state funding. There is not a cap on the number of students that can be served, but the biggest issue is finding qualified faculty at the high school who must meet the SACSCOC guidelines. We are starting to see high schools hire faculty who are eligible.

Chair’s Report

**VCCS Annual Meeting**: The VCCS Annual Meeting, held in Richmond on November 18-19, was attended by Rev. Edwards and Drs. Kleeman and Richardson.

**Next College Board Meeting.** The next meeting of the College Board will take place in Nelson County on March 4; location and time is to be announced.

**Legislative Visits.** As of today, nine students are signed up for the first trip. Mr. Moynihan and Mr. Gallo will attend January 21; Ms. Pippin and Dr. Richardson are tentatively scheduled to attend February 5.

**Legislative Reception.** The reception is scheduled from 5:30-7:30 p.m. at the Jefferson Hotel in Richmond. Carpooling will be arranged.
Information Items

The following informational items were provided: College Board Calendar, Board Committee List and November-December Media Highlights.

Respectfully submitted,

[Signature]

Frank Friedman
President and Secretary to the Board

APPROVAL

[Signature]

Ava A. Pippin
Chair