PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 239

November 7, 2012

Meeting number two hundred thirty-nine of the Piedmont Virginia Community College Board was held Wednesday, November 7, 2012, in the W. A. Pace Jr. Board Room.

Present

Laila Bare
Vera Cooke-Merritt
Stephen Davis
Mary Loose DeViney
Leonard Gardner
Debli Goodman

Peter Kleeman
Sean Michael McCord
Suzanne Morse Moomaw
Sean Moynihan
Ava Pippin
Donna Plasket

Absent

Russell Otis

Others

Frank Friedman, President
Tara Atkins-Brady, Director of Institutional Research, Planning & Institutional Effectiveness
Chuck Bohleke, Dean of Business, Math & Technologies
Pat Buck, Assistant to the President & Special Projects Coordinator
Kate Cudé, President, Student Government Association
John Donnelly, Vice President for Instruction & Student Services
Jorge Grijales-Diaz, President, College Senate
Mary Jane King, Director, Institutional Advancement & Development
Stephen Parker, Vice President for Finance & Administrative Services
Rebecca Parkhill, Vice President, Professional Association of Support Staff
Shivaji Samanta, Chief Information Officer
Anita Showers, Manager of Marketing & Media Relations

Welcome and Call to Order

Dr. Bare welcomed those present and called the meeting to order at 4 p.m.

Approval of Minutes

On a motion by Mr. Gardner, seconded by Dr. Morse, the proceedings of the September 5, 2012, meeting were approved. Mr. Moynihan abstained from voting as he had not attended the September meeting.

Public Comment

None
President’s Report

Budget/VCCS/PVCC Updates.

Information sessions have been planned for students and employees for the new YMCA childcare options at the Jefferson School City Center. The Board extended congratulations on this new and important service. A site visit to the center is scheduled for next week for President’s Staff. Move in of equipment and furniture is tentatively set for early December. Registration for the spring semester has begun.

The Giuseppe Center in Greene County is up and running in a beautiful facility with ample room for growth. Dr. Atkins-Brady provided an enrollment report. To date there are 149 students and 221 credit enrollments taking 14 credit courses; there are 14 students enrolled in 2 noncredit courses. Greene County residents comprise 64% of the enrollments; 48% of the total are in transfer degree programs, 26% are in CTE programs, 19% are high school students and the remaining 7% are unclassified in an academic program. Most of the courses are taught by adjunct faculty but there is a full-time presence, and it is expected that more full-time faculty will be teaching at the site. The spring semester schedule will have 30-50% more courses. Dr. Friedman attended a recent Board of Supervisors meeting at which they expressed their joy and strong support with the venture.

Capital outlay priorities for the next six years are being established and the number one priority is a new student center. Three funding options are being explored: 1) state funds as a general fund project, a long, slow process due to state backlog, 2) simultaneously pursuing how to generate revenue ourselves to see which bears fruit first, and 3) a combination of the two sources of funding, i.e. state and non-state. The site is to the north of the Kluge-Moses Building, perhaps with a parking area separating the two buildings.

The VCCS legislative priorities are nearing completion and they include: 1) salary increases for faculty and staff (the State Council of Higher Education for Virginia will likely submit on behalf of all Virginia higher education), 2) request for base adequacy funding and, 3) funding to increase the number of full-time faculty.

Along with Dr. Donnelly, Dr. Friedman presented to the Charlottesville School Board last week an initiative that would enable CHS students to earn an associate degree at the same time as high school graduation via a combination of dual enrollment at the high school and afternoon courses at PVCC. Students would return to CHS to participate in their own extracurricular activities. The focus is on STEM degrees which will be offered to a select group of students. Superintendent Atkins is also talking with other superintendents to establish a regional academy. CHS wants to start next fall. The initiative does not need VCCS approval. The College must collect tuition for the courses offered on campus; as long as we have reasonable numbers and collect tuition it won’t impact current staffing and the afternoon class block is not during peak facility usage. There are many details to work out such as source of tuition, qualification for guaranteed admission agreements, admission status, and tie-in with AP classes. House Bill 1184 is the impetus for this initiative. Dr. Donnelly is also working with Greene County, Monticello High School and Nelson County on a similar proposal but not necessarily focusing on STEM.
College Updates

Mr. Parker
- The new CAT bus stop at the Stultz Center entrance has been set up, removing both roadside locations as a safety measure.
- VDOT has installed new PVCC directional signage on Rt. 20 North.
- Locality budgets are being developed for the spring application process.

Mr. Samanta
- Technology updates in the main building auditorium are being finalized, and planning is ongoing for updating technology in the Pace Board Room and at the Jefferson School City Center.

Ms. King
- The redesign of the College website has started with the RFP process. The new site will include more content and capability for more efficient updates.
- A well-attended alumni after hours event was held on October 19 on campus. A 20-member core group will meet to begin exploring more opportunities for alumni contact with the College.
- The College Board Service Award process has begun and nominations from faculty and staff have been solicited. The Board will take action on the recommendation of the Community Relations Committee at the January meeting.
- Marketing and Media Relations has received a national award for its 2012 digital schedule. Congratulations were extended on behalf of the Board.
- The $40 for 40 campaign kicked off with alumni and additional targeting will continue after the first of the year.

Dr. Atkins-Brady
- We did not receive a Title III grant, but are still moving forward with many student success initiatives. As part of that, peer mentors for SDV will be hired. Also, supplemental instructors (students) are being hired to assist with sections of historically difficult, high enrollment, frequently selected electives, or high rate of withdrawal courses. Both programs are piloting spring semester. Both the mentors and supplemental instructors will work closely with instructors.
- The College has received official approval from SACS granting Greene County off-campus site status which allows for 50% or more of courses taught at the site to complete a degree. Similar submissions will be made for the Jefferson School City Center and the culinary arts program.
- Spring semester registration commenced October 29. Fall enrollment will finish slightly above last fall; most other VCCS colleges have experienced flat or decreased enrollment.

Dr. Donnelly
- Activities and presentations on campus associated with The Dalai Lama’s visit to Charlottesville were well attended, providing great public relations and exposure for PVCC.
- The Analyst Boot Camp offered through Workforce Services is now approved for post 9/11 veterans’ benefits. A weekend boot camp for those laid off from a gaming company in Greene is scheduled. Dr. Donnelly will report back on whether the analytic standards program is done in conjunction with the boot camps. The first boot camp cohort graduated 19 and he is aware of 13 who had jobs in the intelligence community, mainly in Northern Virginia. It is too soon to provide data on the next two groups who graduated as top secret clearance takes a long time.
The culinary arts equipment is being delivered to the Jefferson School City Center this week, with a building occupancy scheduled for December 1. Credit classes, mainly general education, start January 14. Workforce Services will offer some cooking classes in anticipation of the fall degree program roll out.

Spring class offerings at the Guiseppe Center are being expanded into morning and daytime hours; courses have been added for EMT, CNA and health information management.

The developmental English redesign of courses goes live spring semester.

YMCA information sessions on the new child care services are scheduled for November 13, 5:30-7 p.m., and November 14, 12:30-2 p.m.

The new veterans advisor has scheduled a Veterans Day celebration on Monday for veterans/active military students. It is open to the public.

**Committee Reports**

Mr. Gardner, chair, reported for the Curriculum Committee on the new AAS in Culinary Arts Degree program proposal. Twenty-one students are expected to be admitted in the first class to commence fall 2012. Students will have access to all college services and facilities of the main campus. Students at CATEC and FCHS in current culinary programs will be eligible for dual enrollment. One full-time faculty and one full-time support staff will be hired initially, followed by adjunct faculty hires. A motion by Mr. Gardner to approve the curricular submission for appropriate state approval and endorsement was seconded by Dr. Plasket, and subsequently unanimously approved. Discussion included whether there was consideration of a culinary certificate. Dr. Donnelly indicated it could be an option once full-time faculty was hired and perhaps also a hospitality management degree as well as certificates in culinary specialties. The Curriculum Advisory Committee met over a nine-month period to develop the AAS degree program to meet community need.

**PVCC Continuity of Operation Plan and Emergency Preparedness**

Mr. Parker reviewed the summary of the highlights of the plan as well as the assessment report. The Va. Dept. of Emergency Management scored the plan with a 97%. Mr. Parker will gather additional input from colleges on lessons learned from recent emergencies. The emergency response plan is communicated to students and employees via the website; emergency plans are posted in each classroom; the plan will be updated to include new off campus sites. On a motion by Dr. Morse and seconded by Mr. Davis, the Board unanimously approved the plan.

**Enrollment Profile/Update**

Dr. Atkins-Brady reviewed the fall 2012 credit enrollment profile which is based on 5,762 students enrolled as of October 22. Compared to fall 2011, headcount is up slightly and there is a slight growth in FTE. Trends by age in the 25-34 category increased by number and proportion; 87% of students come from within the service regions; city enrollments continue to increase after being down a number of years; about one-third are new; about one-quarter are full-time; 40% are in transfer programs; 70% take at least one course on campus; more students are taking all on-line courses. The VCCS implemented new assessment testing for math placement, as well as a nine module curriculum for developmental math courses, with developmental math requirements specific to program of study; in 2012 13% took at least one developmental course. PVCC has 1,966 enrollments in dual enrollment courses at regional high schools, up a bit compared to fall 2011. Of the 431 graduates of the 10 regional public high schools, 139 were dual enrolled last year. Dr. Atkins-Brady will report back on possible reasons for the decrease in enrollment of “other” minorities from 11% to 9% over the past five years; the number of online students enrolled in a degree program; and the decline in Louisa County enrollment.
Chair's Report

VCCS Annual Meeting. Scheduled for November 13-14 in Richmond, Board members registered for the conference include Drs. Bare, Plasket, Kleeman and Mr. Davis. Ms. Buck will be in touch with attendees regarding carpooling options.

Legislative Visits. PVCC is scheduled to make its annual visits to the General Assembly as part of the VCCS “Every Day is Community College Day” initiative on January 22 and February 13. Appointments will be made to visit each of our legislators. A legislative team of students and interested Board members will accompany Dr. Friedman. Additional information will be forthcoming.

VCCS Legislative Reception. The event is scheduled for February 6; additional details will be forthcoming from the VCCS. It is a VCCS networking opportunity to which all members of the General Assembly, the Governor and other State officials are invited, as well as college presidents and boards.

Delegate Steve Lands will be on campus this evening at 6:15 for a Charlottesville Chamber of Commerce event. The Board is welcome to stay for the event.

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on January 9, 2013.

Other

Dr. Bare encouraged members to make their annual contribution to the Educational Foundation.

Information Items

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

Respectfully submitted,

Frank Friedman
President and Secretary to the Board

APPROVAL

Laila B. Bare
Chair