PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 240

January 9, 2013

Meeting number two hundred forty of the Piedmont Virginia Community College Board was held Wednesday, January 9, 2013, in the W. A. Pace Jr. Board Room.

Present

Laila Bare                     Sean Michael McCord
Vera Cooke-Merritt            Suzanne Morse Moomaw
Stephen Davis                 Sean Moynihan
Mary Loose DeViney            Russell Otis
Leonard Gardner               Ava Pippin
Debbi Goodman                 Donna Plasket
Peter Kleeman

Others

Frank Friedman, President
Tara Atkins-Brady, Director of Institutional Research, Planning & Institutional Effectiveness
Pat Buck, Assistant to the President & Special Projects Coordinator
Kate Cudé, President, Student Government Association
John Donnelly, Vice President for Instruction & Student Services
Jacquelyn Fisher, Veterans Advisor
Jorge Grajales-Diaz, President, College Senate
Mary Jane King, Director, Institutional Advancement & Development
Stephen Parker, Vice President for Finance & Administrative Services
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 Dr. Kleeman, seconded by Dr. Moomaw, the proceedings of the November 7, 2012, meeting were approved.

Public Comment

None
President's Report

Budget/VCCS/PVCC Updates.

PVCC’s legislative priorities, modeled on the priorities of the VCCS, include: support salary increases for faculty and staff in FY2014; increase the full-time faculty ratio; establish an equipment trust fund for workforce development; support planning funds for the PVCC student success center which is also our number one capital outlay priority; and support SCHEV operating and financial aid recommendations.

Dr. Friedman invited all of the College’s legislative representatives to campus for individual tours and conversation about the upcoming session. Senators Deeds and Garrett and Delegate Landes accepted the invitation. Dr. Friedman reported that the visits went extremely well.

Under the direction of the VCCS, a new process for faculty evaluations will be developed at each college.

Both the Jefferson School City Center and the Eugene Giuseppe Center in Greene are open for spring semester classes.

After the final visit next week, all of the annual visits to the boards of supervisors/city council to provide a College update will be completed. College Board member attendance and support is appreciated.

Charlottesville and Albemarle is planning a community leader visit to Austin, Texas, a city to city exchange to learn from each other. The trip is planned for the end of February and Dr. Friedman has been invited to attend.

College Updates

Mr. Parker

- The College’s capital outlay request has been submitted to the VCCS. In priority order, the top three items are the student/learning resource center; the main building retrofit, primarily to accommodate additional instructional space; and expansion of the Stultz Workforce Development Center. Dr. Friedman reported that the VCCS said that if funding for the student center relies solely on state funding, the project would likely not be funded for 8-10 years due to already approved planning projects. He indicated they will continue to pursue how to raise other revenue and explore if having additional sources of funding could perhaps raise the priority level. Work continues with Albemarle on how to generate revenue from College land. Initial plans allow for a 45,000 sq. ft. student success center at a cost of $20 million; a 30,000 sq. ft. plan is available if the cost needs to be scaled back.
- Three new HVAC units are being installed. They are funded via the VCCS maintenance reserve fund.
- All of the external windows in the main building will be replaced in May, also funded by maintenance reserves.
- The VCCS will also cover seepage repair issues associated with the dam.

Mr. Santana

- PVCC has earned national honors for technology, ranking in the top 10 of reporting mid-size colleges. Last year the College was recognized in the small colleges category.
- Technology wiring is taking place at the Jefferson City School Center, working with a tight deadline to ready the classrooms for the start of the semester.
Ms. King

- Ms. King shared Mrs. Giuseppe’s Christmas card which pictures her in front of the PVCC Eugene Giuseppe Building in Greene. She is proud of and pleased with her involvement with the building.
- The Educational Foundation funds will likely top $2 million this year from contributions and income from all sources. In 2006, $644,000 was brought in. Dr. Plasket was thanked for her work over the years with the foundation.
- Outreach and recruitment were previously housed in Student Services but has been moved to Institutional Advancement. With the high school market plateauing or decreasing, resources will focus on reaching the adult market. Heather Lutz continues in the position, working closely with the marketing, grants and development offices.
- Progress has been made in pursuit of a contract for the new web site.

Dr. Atkins-Brady

- Final enrollment figures for fall 2012 are 5,693 headcount and 2,812 FTE. Up 1% over fall 2011, PVCC is one of four of the 23 community colleges to experience an increase. Enrollment across the VCCS and the state has plateaued. To date, spring enrollment is 4,338; it could be the first semester in many years that enrollment declines.
- Following up from a previous board meeting, Dr. Atkins-Brady reported that 504 students were taking only online courses. Of that number, 79 were not program placed and 49 were high school dual enrollments. The remaining represent 29 different degrees, certificates or career studies certificates. It is possible to completely earn a couple of different PVCC degrees online. And regarding the decline in enrollment in Louisa County, Dr. Atkins reported there was a slight decrease in dual enrollment. She believes the 424 enrollment figure is the outlier in the trends data, but will monitor it. The 2% shift in race ethnicity in the “other” category includes unknown or unreported data. It appears there is a decreasing number of students leaving the data blank, so the VCCS formula puts them in other categories.
- A training session was held today for 18 students and faculty involved in the new peer mentor initiative. An orientation is planned for students and faculty involved in the supplemental learning instruction initiative for typically high failure rate courses.
- This spring kicks off the formal process for strategic planning, and the committee will be seeking input from the Board and other stakeholders, both internal and external.
- Dr. Atkins-Brady was asked if transfer students are tracked. There are over 500 who transfer each year; she will provide additional information at the next meeting.

Dr. Donnelly

- Convocation activities are keeping faculty engaged this week.
- The hiring process for full-time faculty for 2013-14 has commenced. Replacements will be hired in business management, math, biology, engineering and history; new faculty will be hired in radiography and culinary arts.
- The Jefferson School is being readied for the start of the semester. PVCC has two traditional and two computer classrooms; a teaching kitchen and classroom are dedicated to culinary arts. Beginning in March, non-credit short-term courses through Workforce Services will be offered; courses for the culinary arts associate degree program are expected to commence in the fall.
- The culinary arts associate degree previously approved by the Board is now awaiting VCCS approval and will be sent for SCHEV approval.
- The Jefferson School City Center’s public open house is scheduled from 10 a.m. – 1 p.m. on January 19, with an opening ceremony at 10. All of the partners will have their spaces open for tours and activities.
The VCCS faculty evaluation plan is undergoing major modification at each college. They have provided an umbrella structure and parameters for adjusting existing plans, which will include a rewards and recognition component. A College committee is working on a proposal.

Professor Kris Swanson is leading an international educational opportunity for students and the community with a tour to France in May. Students proficient in Spanish will have an opportunity to participate in a UVA study abroad summer program.

Two visitors from Buenos Aires will be on campus as part of the Blue Ridge Mountains Rotary Club exchange. A PVCC faculty member will visit Buenos Aires in June.

Last year the General Assembly passed HB 1184 relating to early college for high school students. In conjunction with community colleges, the program will allow the public school systems to offer the opportunity for students to complete an associate degree or certificate upon high school graduation. He is working to develop the unique pathways for each school system. A $10,000 grant has been received for an Engineering redesign for the high school partners to help them prepare their students for admission into the early college program. The students enrolled in the early college program must be high achieving college ready students; they will function as a cohort, taking dual enrollment courses at their high school and at the College in the afternoon. The individualized pathways are due to the State in April; implementation dates are determined by the colleges. The service region’s superintendents have been invited to a meeting on campus to discuss this initiative.

Dr. Donnelly will travel with two deans to visit Prince Georges Community College later this month to visit their cyber security center and will be researching local need for creating such a program.

A 20th anniversary statewide meeting of the biotechnology community is taking place in Charlottesville. He is meeting with educational partners to explore options for adding or modifying the College’s existing offerings in that field.

PVCC is one of eight colleges (and the only community college) participating in the NSF funded Virginia-North Carolina Alliance for Minority Participation. The goal of the alliance is to increase the number of underrepresented minorities graduating in the STEM disciplines.

**AIS IT Security Audit Follow-Up Report**

As required by policy, Mr. Parker provided an update on the follow-up review of the audit recommendations and management’s responses to a 2010 systemwide audit. The purpose of the review was to determine if college management implemented appropriate corrective actions to address the recommendations and responses contained in the audit report, and that the actions taken were performed within the timeframe denoted by the colleges. PVCC had 3 issues and has completed necessary adjustments.

**Committee Reports**

*Community Relations:* Ms. Pippin reported for the committee on the College Board Service Award. After extensive review of nominations and an interview, the committee recommends that Kate Cude receive the 2013 award. Kate's entire family are students at PVCC or have transferred to UVA. She has overcome personal physical obstacles, taken on a competitive curriculum, plans to attend UVA’s Batten School, is president of the Student Government Association, works in the PVCC advising center, has a passion about creating a sense of community, and has a knack for bringing diverse students together. On a motion by Dr. Kleeman and seconded by Mr. Gardner, the recommendation was unanimously approved.
Program Highlight: Veterans Affairs

Ms. Fisher, a veteran herself, provided an update on activities since taking on the new role in October as military and veterans' advisor. The position is funded through a SCHEV grant with the purpose of helping military and veteran students enroll and helping them to accelerate the educational pathway to four-year schools. Ms. Fisher is participating in professional development training to better serve these students. Activities to date include a well-attended Veterans Day celebration for both day and evening students, two orientation sessions w/tours, and training for faculty and staff to better work with and meet student needs. Weekly student workshops will be offered for the more than 400 students related to the military; nearly half receive some type of benefits. Hiring fairs will be scheduled, working with the V.A. office and local employers. A student development course geared specifically for this population may be developed.

Chair's Report

VCCS Annual Meeting Report. Drs. Plasket, Kleeman and Mr. Davis attended the November meeting and reported the value of interacting with other community colleges and attending sessions related to issues facing the colleges. Future annual meetings will be held at The Boar's Head Inn.

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 5:30-7:30 p.m. on February 6 at The Jefferson Hotel in Richmond. The college van will depart parking lot one at 4 p.m.

Next College Board Meeting. The next meeting of the College Board is scheduled for 3 p.m. on March 6 with the leadership from the City of Charlottesville. Location details are pending.

Other. State required financial disclosure statements are due to Pat by January 15; they will be submitted to the Office of the Secretary of the Commonwealth.

Information Items

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

Respectfully submitted,

Frank Friedman
President and Secretary to the Board

APPROVAL

Laila B. Bare
Chair