PIEDMONT VIRGINIA COMMUNITY COLLEGE BOARD

Board Meeting No. 241

May 1, 2013

Meeting number two hundred forty-one of the Piedmont Virginia Community College Board was held Wednesday, May 1, 2013, at the Jefferson School City Center, utilizing PVCC and African-American Heritage Center spaces.

Present

Laila Bare  Sean Michael McCord
Stephen Davis  Suzanne Morse Moomaw
Mary Loose DeVinney  Sean Moynihan
Debbi Goodman  Donna Plasket

Absent

Vera Cooke-Merritt  Russell Otis
Leonard Gardner  Ava Pippin
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
John Donnelly, Vice President for Instruction & Student Services
Mary Jane King, Director, Institutional Advancement & Development
Shivaji Samanta, Chief Information Officer
Anita Showers, Manager of Marketing & Media Relations

Others at Joint Meeting

PVCC: Debbie Ashby, Valerie Palamountain, Andrew Renshaw
Charlottesville Schools: Rosa Atkins, Superintendent; William Clendaniel, CHS Principal; Adam Hastings, CATEC Director; Gertrude Ivory, Associate Superintendent for Curriculum & Instruction
City Council: Kathy Galvin, Satyendra Huja, Dede Smith
Chris Engel, Economic Development Director
Maurice Jones, City Executive

Welcome and Call to Order

Dr. Bare welcomed those present and called the meeting to order at 3:05 p.m.
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Approval of Minutes

On a motion by Ms. DeViney, seconded by Dr. Plasket, the proceedings of the January 9, 2013, meeting were approved.

Public Comment

None

President’s Report

Dr. Friedman welcomed all to the Jefferson School City Center and the College space in the center. Dr. Donnelly will provide a culinary kitchen tour prior to the joint session. The building is fully operational and all tenants have moved in.

Budget/VCCS/PVCC Updates. The preliminary estimate of state funding for the coming year shows a small increase over last year, most of which is already earmarked for fringe benefits, the College funded portion of salary increases and a small amount for the budget.

The State Board will establish the tuition increase at its May meeting, likely in the 3.9-4.9% range. If enrollment stays level, an increase of 4% would generate $350,000 in additional revenue, allowing full funding for all initiatives (Jefferson, Greene, culinary instructor, and other faculty positions). The College budget is expected to be completed by mid to late June.

The College is engaged in a widespread discussion on an operational issue that could come before the Board for action. Some colleges have converted security staff to certified police officers (armed, arrest powers). The State Board has encouraged colleges who still have security forces to convert. The four shared governance organizations for faculty, staff and students have been invited to take a position on the issue; two open public hearings were held for the college community to make statements; and emails have been received, all of which will be discussed by President’s Staff to make a determination. Should the decision be made to convert to a police force, approvals will be needed from the College Board, State Board, and the state.

Last week’s awards convocation was a wonderful event, as always, to honor students for their academic and leadership accomplishments. Anastaysia Hvaleva was recognized with a national award from PTK as Virginia’s New Century Scholar. A PVCC student has received this award 6 of the 13 times it has been awarded.

Today is Ms. King’s last Board meeting due to her summer retirement and Dr. Atkins-Brady will be transferring in July to Paul D. Camp Community College as their new vice president of academic and student development. Congratulations were extended to both.

College Updates

Mr. Parker

• A window replacement project for the main building will begin shortly which involves replacing all exterior windows with energy efficient glass.
• The dam on the campus lake will be repaired, funded by the VCCS.
• An active shooter drill is being planned for this summer that will include Albemarle County police and first responders; training exercises are the first step in preparing for the drill.
Mr. Samantha
- Work in the computer labs in the main building has been completed.
- The PVCC mobile app for iPhones becomes available this week and the Android app will be released later this month. Students can check courses, link to Blackboard, directions, campus maps and phone contacts.

Ms. King
- Partnering with a local firm, a new website is under construction which will improve functionality, the search engine and more. Completion is expected at year's end.
- A new outreach manager has been hired and is now part of Ms. King’s department. Recent outreach activities include a mailing to 40,000 adults in the service region who only have a high school diploma or GED; outreach events in the service region (Zion Crossroads, Nelson County, Guiseppe Center, Jefferson School City Center) with staffing to assist with applications, financial aid, veterans affairs, academic advising, adult career coach and more. A “stop out” event held in April helped students who had stopped attending with plans to move forward with their education. Dr. Friedman noted that we have well organized events recruiting high school students, but for the adult population it is not as structured and market-segmented as needed. The position move from student services to institutional advancement has a better linkage with marketing.
- Dr. Friedman also noted that three candidates will be interviewed for the institutional advancement and development position. The Chancellor approved shifting the position to the vice president level. Three members of the Educational Foundation Board are serving on the search committee along with other college members.

Dr. Donnelly
- The culinary arts degree has been approved by SCHEV and will be submitted for approval to SACS-COC as a substantive change. The faculty member, currently at JSRCC, has been hired and will schedule program information sessions in June.
- Faculty hires include seven new faculty and two replacement hires.
- HB1184 required all high schools to partner with a community college to develop pathways to complete a general education associate degree while in high school. Agreements for all of the service region high schools have been developed and submitted for approval to the VCCS.
- The faculty evaluation plan is under revision by a faculty committee to meet new VCCS requirements.
- On a recommendation of the Student Government Association, the Guiseppe Center will have full placement and academic testing services available on site.
- As part of the faculty exchange program, visitors from Buenos Aires spent two weeks with us; Jorge Grajales-Diaz will travel to Buenos Aires in June.
- Colum Lecky, Professor of History, received a Fulbright Fellowship to study in Russia this fall.
- PVCC will graduate 19 students from the Fluvanna Correctional Center for Women at a morning ceremony at the center the day of PVCC’s commencement.

Dr. Atkins-Brady
- Spring enrollment is down 2.5% from 2012, with a headcount of 5,225. Other than NVCC, the other community colleges show an average decrease of 4.5%. Enrollment looks strong for summer and fall but it is still early in the process.
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- As requested at the previous meeting, Dr. Atkins-Brady provided additional information about transfer students. Using the National Student Clearinghouse to track subsequent enrollment at four-year institutions, analysis reveals that each year, on average, more than 600 of PVCC’s graduates, curricular non-graduates, non-degree transfer students, and non-curricular students enroll in a four-year institution within one year of leaving PVCC. In 2010-11 they enrolled in 137 different institutions, with over 100 at UVA. More than 500 former dual enrolled students enroll at four-year institutions after graduating from high school, likely transferring their PVCC credits.

Curriculum Advisory Committee Appointments

Dr. Donnelly presented the new and renewed appointments to the advisory committees. On a motion by Mr. Davis, seconded by Dr. Moomaw, the Board approved the appointments.

Committee Reports

Finance and Building: Ms. DeViney reported for the committee, recommending approval of the local funds budget. Dr. Friedman noted that Fluvanna County has fully committed to their local funds portion of the budget and thanked Mr. Gardner for his advocacy with the Board of Supervisors. Student club requests are vetted by the Student Services Committee and recommended to President’s Staff.

A request for an increase of $.50 per credit hour (effective fall 2013 through 2015-16) for the student activity fee was made to provide escrow funding to support construction of a new student success and learning resource center. The proposed increase raises the fee from $1.40 to 1.90 per credit hour. The increase over the three-year period will generate $232,800. The Student Government Association and the College Senate unanimously support the increase. We are in line with the other community colleges while some colleges have higher fees. Only approval for 2013-14 is requested at this time; approvals will be requested for each of the subsequent two years. On a motion by Mr. Moynihan the committee recommendations were unanimously approved.

Curriculum Committee: Reporting on behalf of the committee, Mr. Moynihan recommended the approval of the proposed Career Studies Certificate-Certified Nursing Assistant. This certificate provides didactic and clinical instruction that prepares students to successfully pass the state nurse aide certification exam and to gain essential knowledge, skills and abilities that will lead to further education opportunities including the Licensed Practical Nursing Program. The Board of Nursing currently requires that nurse aide programs contain a minimum of 120 clock hours of instruction. Of this, a minimum of 40 hours must be in an approved clinical setting. HCT 101+102 satisfy this requirement. Students in this program will be eligible for financial aid. This certificate can serve as an entry point on the health career ladder. The recommended proposal was unanimously approved.

Chair’s Report

Next College Board Meeting. The next meeting of the College Board is scheduled for 4 p.m. on September 4 at the College.

Commencement. May 10 at 6 p.m. at JPJ Arena preceded by the 1 p.m. nursing pinning ceremony. Board members are asked to arrive by 5:30.
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**Summer Retreat.** The Board will be polled to find a suitable time for the majority. With Dr. Atkins-Brady’s departure, the focus of the retreat will likely be modified.

**Other**

Dates for the high school award ceremonies will be sent to Board members who are welcome to present PVCC scholarships. It provides a nice opportunity for the Board to be involved at the high school level.

A memorial service for Walter Levering, former Board member is scheduled for Friday. Mr. Levering has been a great friend to the College and because of his love for PVCC his family has requested memorial donations be made to PVCC.

Mr. Gardner thanked the Board and Dr. Friedman for flowers received for his recent surgery and reported that he is doing well.

**Information Items**

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

**Board Member Presentations**

Departing board members Donna Plasket (Albemarle) and Mary Loose DeViney and Suzanne Morse Moomaw (Charlottesville) were presented with gifts of appreciation and thanks for their devoted service to the College and their constituents.

**Executive Session to Discuss Personnel Matter**

Ms. Goodman moved that the PVCC Board convene in closed session in accordance with Section 2.2-3711(A) (1) of the Code of Virginia to discuss a personnel matter.

Roll call vote in the affirmative to convene in closed session:
Laila Bare
Stephen Davis
Mary Loose DeViney
Debbi Goodman
Sean Michael McCord
Suzanne Morse Moomaw
Sean Moynihan
Donna Plasket

Upon conclusion of the closed session, a roll call vote certifying that to the best of each member’s knowledge 1) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act and 2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body.
Each member present certified by saying "I so certify."
Laila Bare
Stephen Davis
Mary Loose DeViney
Debbi Goodman
Sean Michael McCord
Suzanne Morse Moonaw
Sean Moynihan
Donna Plasket

Dr. Morse moved that the PVCC Board approve the VCCS Policy change regarding local foundation benefits and allowances. The motion passed and Dr. Bare will discuss specifics relating to the benefits and allowances with Bryan Wright, president of the Educational Foundation Board

Adjournment

The meeting was adjourned. Immediately following, the joint meeting, a dialogue with City of Charlottesville leaders, was held in the African-American Heritage Center, Jefferson School City Center.

Joint Meeting & Dialogue with Charlottesville Leaders

Highlighted points of discussion included:

- Gap of math proficiency upon high school completion: math faculty could be involved with Charlottesville faculty; assessment testing needs alignment between the college and the schools
- How does the college decide what classes are offered? Factors include historical success, advisement by the curriculum advisory committees, extensive reviews of offering to ensure needs of the community are met; their input on courses or topics are welcome
- Education sessions for school personnel on the variety of college offerings, especially health related fields; we work closely with CATEC on moving their LPN students to other programs; several of the health programs have highly competitive selective admission with limited enrollment due to facilities, clinical sites and faculty; students should start career planning at the middle school level to identify required coursework
- Uniform acceptance of dual enrollment credit: Transfer agreements are negotiated by institution, not statewide and PVCC dual enrollment courses are accepted. Sometimes the course transfers for credit, but not necessarily into a specific program of study. Our relationship with UVA regarding our transfer of credits/students sets the tone.
- Adult education: difficult to create career pathways for that population but not eligible for federal financial aid; institutionalized pathways helps with motivation to move forward but input for the pathways and what jobs exist in the community determine what is successful. We are trying to create short term programs that are eligible for aid—the Certified Nursing Assistant program is one and other fields are being explored, i.e. retail. Getting information to the population is an issue—perhaps having a greater presence of the PWN in the city, a downtown satellite perhaps in the Jefferson City Center.
- Career pathways in food service/ culinary: CATEC (entry level) to PVCC (a higher level)
- Career pathways for a single mom who needs a GED? PVCC can help with courses once the required math level has been achieved.
- Trades are becoming more technical so students need to be able to perform exemplary in math.
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- Entrepreneurship: The viticulture/enology program has provided the basis for many winery start-ups by these students.
- Retail: need to look at the career pathways for our service region; are seeing companies like Whole Foods hiring with bachelor’s degrees but want to train them.
- Workforce Services offers summer programs for children that can make learning fun and experimental which helps them become more engaged in education, many focusing on STEM fields. Program awareness is achieved via Computer4Kids, Boys and Girls Club, and the Big Brother/Big Sister program.

Dr. Friedman asked how PVCC can be more involved in partnering with City Council on their discussions of poverty and the un- and under-employed, perhaps by structuring partnerships in addressing these issues.

The College will review the conversations and comments to see how they can be utilized, and Dr. Friedman encouraged continued conversations over dinner. He thanked them for participating in the meeting and the wonderful dialogue.

Respectfully submitted,

Frank Friedman  
President and Secretary to the Board

APPROVAL

Laila B. Bare  
Chair