Administrative Council Meeting
March 28, 2006

Members Present: Vice President Baker, Dr. Connolly, Executive Vice President Dever, Associate Vice President Gabriel, Vice President Gary, Ms. Graves, Dr. Hill, Dr. Hinton, Vice President Sachs, Dr. Saperstone, Dr. Tardd, President Templin, and Ms. Wilhelmi

Guests: Sarah Meehan, Mary Kukovich, Theone Relos, and Regis Ebner from Kukovich and Associates.

Marketing and Student Recruiting Preliminary Report:
- Representatives of the marketing agency, Kukovich & Associates, presented a preliminary report based on their first sixty days at NOVA. They discussed their process for understanding the NOVA culture as they focus their initial efforts on increasing high school enrollment, modifying the web page, increasing financial aid awards, and reviewing specific organizational issues. Emphasizing the theme of opportunity, the following topics were included in this presentation:
  - High School Counselor Highlights
    ▪ During interviews with area high school counselors, it was obvious that NOVA is highly recognized and considered an excellent educational option for a substantial number of high school students. “Quality”, “dedication”, and “passion” were among the terms used to describe the College.
    ▪ Although high school counselors are familiar with the campus in their specific service area, many expressed the need for more information about and interaction with NOVA.
  - Areas of Concern and Weaknesses Cited by High School Counselors
    ▪ To impact students in their freshman and sophomore years, more contact with the high school counselors is needed. Both these counselors and the career specialists who work with the juniors and seniors should be knowledgeable about the many opportunities provided by NOVA.
    ▪ A comprehensive package of information, including NOVA’s honors programs, student activities, financial aid, and scholarship opportunities, should be provided to each high school counselor and career specialist.
  - Barriers to Enrollment
    ▪ Completion of the on-line application is problematic for many prospective students.
    ▪ NOVA’s communications to newly admitted students are not always timely and provide limited information to begin the collegial process. K&A is developing an admit pack that will be sent to first-time students enrolling in the Summer 2006 session.
There is a lack of understanding about financial aid opportunities at NOVA and the process for continued financial aid assistance when transferring to another institution.

NOVA’s outreach efforts vary from one high school to another. Training and consistent materials are needed to improve these efforts.

- **Strategies for Summer 2006**
  - NOVA’s present message of access and affordability should be expanded to emphasize other opportunities such as academic quality and transferability of credits.
  - K&A, in collaboration with NOVA’s Technology Application Center (TAC), has developed a website for Summer 2006, prominently featured on the NOVA home page. The website is designed to meet the needs of various types of students—continuing, visiting, and prospective.
  - A comprehensive communications plan is needed to target both internal and external audiences.

- **Considerations for the Administrative Council**
  - Numerous processes now in place should be reviewed and revised as needed to support the goals of enrollment growth and student success.

- **Activities Now Underway**
  - K&A continues to gather information through interviews and focus groups.
  - A comprehensive audit of the college’s publications and its image is ongoing.

- **Next Steps**
  - Among the areas that K&A will be focusing on are the high school marketing plan for Fall 2006, a redesign plan for the website, and a long-term marketing plan.

- Dr. Gabriel requested comments from the Council members on the presentation.
- Dr. Gabriel will provide the Provosts with suggestions for funding recommended campus activities included in the NOVA Student Success Plan.

**PeopleSoft Steering Committees**

- **8.9 SIS Steering Committee**
  - The SIS Version 8.9 upgrade is scheduled for October 4-10, 2006. Version 8.9 is expected to serve as the College’s SIS platform for four to five years. It provides a much clearer and intuitive web interface for students, faculty, and staff.
  - Dr. Dever and Dr. Hinton will co-chair the SIS Version 8.9 Upgrade Steering Committee. This committee will address the main functional areas, with additional workgroups designated as needed.

  - Dr. Dever, Dr. Hinton, and Dr. Sachs will develop a charge to include the context of the project and its expected results, the specific tasks to be completed, a communications plan, and the membership of the steering committee.
AIS Steering Committee
- The Administrative Information System will replace the present Human Resources and FRS systems. This will be a long-term process with implementation expected in 2007-2008.
- All VCCS institutions will be on the same roll-out schedule for this new system.
- Vice President Baker and Dr. Sachs will develop a similar charge regarding the AIS system.

Addenda to End of Year Budget Allocations:
- Dr. Templin discussed the revised proposal for the special FY06 funding allocation presented at the March 14th Administrative Council meeting.
  - $200K has been designated for special initiatives to support enrollment and student success.
    - These special projects could include program development, special marketing (e.g., Reston and Arlington Centers, ELI, or a particular program), and pilot efforts at one campus that might be later scaled college-wide.
    - Proposals for special initiative funding are due to the President by April 5.
    - Vice President Baker noted that if a contract is signed for a specific project before 1 July 2006, funds can be encumbered for payment in the next fiscal year.
  - Faculty hiring support
    - Funding will be provided for additional staffing needed by Human Resources to support the new Faculty Hiring Procedures recently approved by the Administrative Council.
  - ELI enrollment funding
    - In addition to the campuses, ELI will also receive additional funding for enrollment and student success initiatives based on its enrollment.
  - Funding for scanning equipment for each campus has been added to the original proposal.
  - Dr. Dever, Dr. Gabriel, and Acting Associate Vice President Miller will propose a distribution model for the allocation of ten Student Services Specialists positions, which will be considered at the Administrative Council meeting on April 4.
  - The Administrative Council approved the addenda to the special FY06 funding allocation.

- Dr. Templin stated that the College has continued to support and substantially invest in the student services reorganization begun by the Administrative Council two years ago. Funding has been approved for all one-stop Student Services Centers facilities (except AN) and for the additional staffing and equipment recently requested by the Deans Working Group. With the coming year, it is important to begin assessment of whether the college is realizing the expected outcomes from this investment of resources.
Dr. Dever and Ms. Venus Miller will provide the Deans Working Group with a communication defining the present status of the reorganization effort.

Fall Enrollment Management & Student Success Plans:

- Summary of work session on course credit needs and offerings for Fall 2006
  - Dr. Dever reviewed the discussion from the March 21st Administrative Council work session regarding the course credit needs and offerings for Fall 2006, and the way in which ELI offerings contribute to achieving campus targets. Participating in this work session were the Provosts or their representatives, Dr. Gabriel, Dr. Sachs, Dr. Weissinger, Dr. Sasscer, and Dr. Dever.
  - Dr. Sachs made reference to the document ELI Enrollments, Enrollment Projections and College Budgets, which was previously distributed to Administrative Council. He stated that anyone with questions about this should contact him directly.
  - Dr. Dever noted that although there has been a close operating relationship between ELI and many academic divisions, the strategic relationship between campuses and ELI has not always been given sufficient attention. He suggested that the Provosts invite Dr. Weissinger and Dr. Sasscer to their respective staff meetings to continue these discussions.
  - Dr. Gabriel provided data on a comparison of course credit needs and offerings for each campus. He explained that these data help to illustrate whether the campuses have sufficient course offerings after the expected ELI contribution has been factored in. Dr. Templin stated that if there is a question regarding the accuracy of the report to work with Dr. Gabriel.

- Assessment & Communication Plan for Early Registration & Advising
  - Dr. Gabriel distributed the Assessment and Communication Plan for Early Registration and Advising. This will be discussed further at the April 4th Administrative Council meeting.

- Position description for Dean of Students
  - Dr. Dever reported that the position description for the Dean of Students, which had been approved by the Administrative Council in concept, is receiving some final editing before being issued.

- Allocation of Student Services Specialists
  - The discussion regarding the allocation of Student Services Specialists will be held at the April 4th Administrative Council meeting.

- Expected outcomes of reorganization & resource investments
  - Dr. Templin asked Dr. Gabriel to provide a report on the outcomes of the Student Services reorganization. In particular, he noted the importance of getting input from recent high school graduates regarding our customer service. How do our students think we are doing in responding to their needs?

Campus Beautification Planning:
• Each campus will receive funding for beautification projects. Dr. Templin explained that these are non-recurring funds to be used by the campuses for this effort.
• He would like for the Provosts to think more extensively about developing plans that would capture a vision for campus appearance and create a distinctive focal point. He further stated that this planning should be done at three levels:
  o Immediate efforts for beautification.
  o A conceptual plan for landscaping and comprehensive upgrade to campus appearances developed with professional consultation.
  o Updating the campus master plans for those campuses for which that has not been recently done.
• Vice President Baker stated that she is working with Mr. Bill Chamberlin to update the campus master plans for the Alexandria and Woodbridge campuses. The College will be funding the cost for those two master plan updates.
• Dr. Templin stated that we will bring this topic back at the next Administrative Council meeting for further thoughts from the Provosts.

Institutional Memberships:
• This discussion of the Institutional Memberships will be held at the April 4th Administrative Council meeting.

Tracking & Upcoming Items
• The Continuing Education Workforce Development (accounting processes) meeting will be held from 1:00-4:00 on Tuesday, April 4 in the large Boardroom of Brault. Vice President Baker, Dr. Dever, Provosts, Vice President Gary, and CEWD Directors are expected to attend this meeting.
• Curriculum approvals – April 4
• Institutional Memberships—April 4
• Report on Allocation of Student Success Specialists—April 4
• Assessment of Communication Plan for Early Registration and Advising—April 4
• Dr. Templin’s comprehensive CEWD meeting will be held on April 12, from 9:00-11:30 in the large Boardroom of Brault.
• Approval of 2006-2007 Consolidated Working Calendar—April 18
• Assessment results, indicators of effectiveness & annual planning – May 2

• Report from Ad Hoc Committee on Flu Pandemic Response – June 6

The next Administrative Council meeting will be held on Tuesday, April 4 in the Large Board Room.