Administrative Council Meeting  
June 13, 2006

Members Present: Vice President Baker, 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.

Mr. Brian Foley represented Dr. Connolly.

Enrollment Management & Student Success
- Status of Student Success Plan implementation
  - Promoting Student Success at NOVA: Three-Part Plan has been distributed to the college community. The Administrative Council reviewed the status of the institution’s efforts in support of students new to the college as called for in Part I, College-wide Activities.
    - Dr. Gabriel reported that the follow-up procedures in place for students applying to the college include a welcome letter within 24-48 hours followed by a comprehensive Admit Package containing college publications and appropriate contact information. He noted that the Call Center is being reorganized to enhance customer service and provide a more seamless hand-off of student inquiries to campuses as needed.
    - Dr. Dever stated that recruitment has occurred for the position of transcript evaluator in the Central Records Office. Since this position has not yet been filled, transcript evaluations continue to be processed in the campus Student Services Centers. He will provide council members with a status report on the recruitment for this position and overall plans for centralized handling of transcript evaluation.
    - Dr. Dever noted that the recent reformatting of the Schedule of Classes for readability and appearance included reducing the number of columns from three to two and utilizing icons for standard notations. A review of the narrative part of the schedule by Kukovich and Associates as well as by students will be used to improve the readability and utility of that section.
    - By Fall 2006, one-stop Student Services Centers should be operational at the Manassas, Medical Education, and Woodbridge campuses. The Loudoun and Alexandria campuses should have partial implementation of their one-stop centers by that time. Once there is clarity on General Assembly funding for facilities at the Annandale Campus, a decision will be made about how to proceed there. Dr. Templin advised that once the centers are operational, an assessment can be made as to the success of this concept.
    - The Deans’ Working Group continues to focus on providing an effective customer services training program. Various campuses are also providing attention to customer service. It was recommended that more training should be provided onsite by outside facilitators. Dr. Templin and Dr. Gabriel will confer on what steps should be taken to ensure the continuation of the present momentum to improve customer service.
Dr. Templin noted that a report will be compiled in the fall showing the
distribution of funding and various activities in support of high school
outracha, as well as the results of these efforts. Based on this report, the
college should be able to assess its relationship with the various high
schools in its service area. It was the consensus of the council that the
NOVA counselors presently in the high schools are making a significant
difference in the way the college is perceived by high school students and
staff. There was also agreement on the need for enhanced institutional
coordination of NOVA’s various programs with area high schools (e.g.,
early assessment of high school students, Dual Enrollment, Pathway to the
Baccalaureate, career coaches, and Tech Prep).

Dr. Tardd reported that the Jack Kent Cooke Foundation has provided a
grant for $75,000 to the Pathway to the Baccalaureate program. This grant
will fund one Pathways counselor for Loudoun County Public Schools as
well as provide scholarships at NOVA for selected LCPS high school
students who show academic ability and financial need.

- Report on Career Switcher program
  - Dr. Hinton presented information on the VCCS Career Switcher Program. This is
    a fast-track teacher licensure program for persons with a bachelor’s degree and
    five years of work experience. It provides endorsement in the areas of middle and
    high school mathematics, sciences, and foreign languages. It also serves
    candidates for English as a Second Language endorsement.
  - Ms. Kathleen Ludlow, Program Head for Early Childhood Education at the
    Manassas Campus, is the regional advisor for Career Switcher and serves as
    NOVA’s primary contact for this program.
  - Dr. Hinton and Vice President Gary will further assess the demand for such a
    program in Northern Virginia school systems. Clarification is also needed about
    the sources of program delivery.

Status Report on Marketing & Communications Plans and Web Development
Proposal:

- Dr. Gabriel reported that the initial reorganization of the Call Center is expected
to be completed by the beginning of the fall semester. Included in this reorganization is
the upgrading of the Call Center Manager position to a Coordinator/Director position. He
stated that a special three-month project in support of this reorganization will include
extensive training for the staff, visits to community colleges known to have effective call
centers, and working with the campuses to evaluate their needs and expectations.
- Letters promoting NOVA will be sent to Northern Virginia and D.C. high school
  seniors, juniors, and parents.
- Special promotion information focusing on Fall 2006 registration at the new
  Arlington Center is being placed in local newspapers and business publications. Media
  ads promoting NOVA’s Fall 2006 semester and targeting the adult market will begin in
  July.
- Dr. Gabriel stated that approximately 15,000 Admit Packets are expected to be
  sent to new students applying for the Fall 2006 semester.
Approximately 172,000 post cards will be sent to Northern Virginia residents who are 20 to 45 years of age, are high school graduates, do not currently have an associate’s degree, and have an income under $70,000 a year. Dr. Gabriel noted that this mailing is being conducted as a pilot project to examine whether the number of class schedules mailed to potential students can be reduced with post cards being sent in place of schedules.

Kukovich and Associates is conducting telephone interviews with selected NOVA staff and faculty to discuss their perspective on NOVA’s value, how it is perceived, and what it means to be associated with the College.

Dr. Gabriel reported that the RFP process for the Web Design consultant should be completed in July. This vendor will work with K&A to ensure that the new site reflects NOVA’s long-range strategic marketing initiative.

The purpose of the NOVA web redesign project is to improve communications, recruitment, and the institution’s reputation for quality. This project will better present NOVA to its many audiences and be a reliable source of timely, current information.

Dr. Gabriel anticipates that the first major stage of the web redesign project should be completed by the end of the fall semester.

Capital Outlay & Campus Beautification Planning

Dr. Templin distributed a schedule for the Administrative Council to meet at each of the campuses over the next year to review facilities planning. Included in this discussion will be how a campus’s facility plans advance its distinctive character and focal points of excellence, as well as how the proposed appearance of the campus will be perceived by students, faculty, and staff as well as the general public. He noted that appropriate design resources and funding for these projects will need to be identified.

Other topics:

Class of 2006 Administrative and Instructional Leaders’ Program

Dr. Templin advised that nominations for this VCCS program, to be held September 19-22 in Staunton, VA, are due to his office by June 23. This program provides leadership development for individuals showing future leadership potential. Each participant will plan a one-year college project related to the Dateline 2009 goals.

College Board Campus Visits

Dr. Templin reported that six members of NOVA’s College Board are expected to participate in the June 19th visit to the Alexandria and Loudoun campuses and the Arlington and Reston centers.

The Provosts will provide a briefing to include a profile of the campus or center, the campus vision (facilities and programmatic), and specific challenges and opportunities for the campus.

Vice President Baker has distributed a list of FY 06 carry-over funds. Administrative Council members should review the list and report any requested
changes or revisions immediately to the Budget Office.

Tracking & Upcoming Items

- 2006-07 Technology Plan Approval – June 20
- Alexandria Campus “One Stop” and Phase VI Building – June 20
- Annandale Campus Master Plan, Campus Beautification, Phase VI – August 1
- Chancellor’s Annual Planning Retreat – August 10-11
- 2007 GA Session Request for Capital Outlay – August 31
- Evaluation of fall registration and advising process – September 12
- Loudoun Campus Phase III & Higher Ed Center – September 19
- Manassas Campus Phase III & Master Plan – October 17

The next meeting of the Administrative Council will be on Tuesday, June 20, at 9:30 a.m. at the Alexandria Campus. The meeting will be held in Room 158.