Members Present: Executive Vice President Dever, Mr. Foley, Associate Vice President Gabriel, Vice President Gary, Ms. Graves, Dr. Hill, Dr. Saperstone, Dr. Tardd, President Templin, and Ms. Wilhelmi.

Dr. Ron Buchanan represented Dr. Hinton.
Mr. Dave Courter represented Vice President Baker.
Dr. Peggy Weissinger represented Vice President Sachs.

Guests:
Dr. Athos Brewer
Mr. Lorenzo Esters

Introduction of ACE Fellow Dr. Athos Brewer:
- Dr. Brewer is the Director for Student Support Services at Montgomery College in Rockville and has been selected by the American Council on Education (ACE) for a one-year fellowship. He will be interning with Drs. Templin and Dever during this period.

Enrollment Management & Student Success:
- Fall Enrollment
  - Dr. Gabriel reported that as of August 15, the data show a 2.2% increase in Fall 2006 FTES over Fall 2005 FTES.
  - There is concern over the large number of students being dropped for non-payment. As the automated calling system has been problematic at times, Dr. Gabriel recommended that personal calls be made whenever possible to these students.
- Marketing & Communications
  - Dr. Gabriel stated that increased radio ads are being used to advertise the Fall 2006 semester. These ads include information on the extended hours for Saturday, August 19.
  - The effectiveness of decisions made for the Summer 2006 and Fall 2006 registration and advising processes will be assessed at the Administrative Council meeting on September 12.
  - Marketing was one of the agenda items at the recent Chancellor’s retreat. Among the items discussed were improving the effectiveness of the college website and enhancing electronic contact with students. Dr. Gabriel noted the effective team approach that was presented as well as the systematic and personalized tracking of students during their time at the institution.
Student Success Pilot Activities 2006-07

- Achieving the Dream project
  - Five VCCS colleges received Achieving the Dream grants, funded by the Lumina Foundation, that focus on improving student services by utilizing targeted data collection and analysis.
  - The intent of these grants is to strengthen the capacity of an institution to assess student outcomes, set goals for improvement, and track change. This is achieved through the use of a team-led process to analyze data, develop effective strategies for improving student success, cultivate support for the strategies, and institutionalize new policies and practices that are effective.
  - Dr. Tardd stated that the Loudoun campus will proceed with utilizing various ideas and techniques available through this project and will recommend to the Council some options for possible implementation at NOVA. This report, expected in Spring 2007, could serve as the basis for a more extensive institutional review of factors contributing to student success.
  - It was noted that NOVA is presently using some of the activities referenced in the presentation and that the next step will be to collect appropriate data to assess their success.
  - Dr. Tardd stated that one outcome of this process could be the identification of a project for the Quality Enhancement Plan (QEP) as required by the Commission on Colleges, Southern Association of Colleges and Schools, in *The Principles of Accreditation: Foundations for Quality Enhancement*. The QEP involves an in-depth and data-based study of some topic or project that affects the entire institution and produces significant changes and improvements, with particular attention to student learning. Possible areas of study need to be identified during 2006-2007 so that an institutional proposal can be developed during 2007-2008.

- Financial Aid
  - The financial aid presentation at the retreat highlighted the Connecticut Community College (CCC) system model. In this model, the centralized, back office processing is done at the state level instead of at individual institutions.
  - It was agreed that NOVA should take a proactive leadership role in any planning that may occur for development of a financial aid model at the system level. The CCC model may also have specific features that could improve the operation of financial aid at NOVA. Dr. Dever, in conjunction with the financial aid staff, will investigate this.
  - There was consensus that financial aid is a major resource for access that is not always fully utilized. The pilot actions taken by the Alexandria and Woodbridge campuses to enhance this program will be assessed to determine their effectiveness.

Convocation:
Dr. Hill discussed the agenda for the Convocation and its theme of student success. A Knowledge Fair has been added to this event and will be available following the formal presentations.

2006-07 Classified/Administrative & Professional Faculty Requests

- Dr. Templin announced that approximately one-fourth of the available sixty-eight positions have been approved. These positions were justified on the basis of enhancing services to students or filling a critical need.
- Dr. Templin stated that approximately another one-fourth of the positions have been approved pending Administrative Council review and approval of a more detailed proposal. These positions relate to such areas as high school outreach and recruiting, community outreach, college marketing and communication, the college call center, and the college website.
  - Dr. Dever, in collaboration with representatives from various areas of the college community, will provide a proposal on high school outreach and recruitment that will include both a definition of the function and assignment of responsibilities to specified positions and offices. This proposal will be presented at the Administrative Council meeting on September 5. [Later changed to September 12].
  - Dr. Gabriel, in collaboration with Kukovich and Associates and various representatives of the college community, will present a proposal on the mission and the organization structure for marketing and communication, the college website, and the call center. This proposal will be presented at the Administrative Council meeting on September 12. [Later changed to September 5].
  - Dr. Gabriel will also present a proposal regarding community relations at a later date.
- Dr. Templin stated that the positions for Special Assistant for Dual Enrollment (CS), Special Assistant for Transfer Services (CS), Career Placement (AL), and Center for Culture and Language (MA) have been approved but will funded on a restricted basis from the Innovation Fund. These positions will not count toward the allocated sixty-eight positions.
  - As these positions are based on new ideas, he noted a need to assess outcomes before committing to on-going full-time positions.
  - An Innovation Fund proposal should be submitted on each of these to Dave Courter for review prior to submission to the Administrative Council.
- The remaining position requests have been deferred pending further review and will be discussed at the meeting on August 31.
- There was consensus that the college should review options for outreach to the military communities within its service areas. Dr. Dever and Vice President Gary will convene a work group to identify and prepare a proposal for the Council. This proposal will include a recommendation as to whether a coordinating position should be funded through the Innovation Fund or through the regular budget process.
2006-07 Faculty & Staff Salary Plan

- The salary proposal has been approved by the VCCS in concept. Final details are presently being compiled for submission to the VCCS.
- Dr. Templin will provide basic information on this plan at the Convocation. Once the final plan is approved, he will distribute a communication that includes more specific details. He will also schedule a college-wide meeting to address questions or concerns regarding this plan.

Innovation Fund

- Formerly designated the Entrepreneurial Fund, this fund will now be considered an Innovation Fund focused on stimulating innovation within the institution. Projects chosen for this funding will no longer have to be revenue producing, but they will to justify the investment by producing specified outcomes.
- Innovation Fund proposals should be sent to Mr. Dave Courter for a financial analysis prior to submission to the Administrative Council.

Professional Development:

- At an upcoming Administrative Council meeting, Dr. Hill, Chair of the Professional Development Committee, will report on the committee’s recommended allocation of professional development funds approved by the Administrative Council.
- He will also provide information on the campus and unit professional development funds.
- Dr. Templin will provide information on recent VCCS discussions regarding tuition waivers for college employees.

The next meeting of the Administrative Council is on Thursday, August 31, at 9:30 a.m. in the Large Board Room.

Tracking & Upcoming Items

- 2007 GA Session Request for Capital Outlay – August 31
- SIS Version 8.9 – 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 24