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

Dr. Buchanan represented Dr. Hinton.

Dr. Athos Brewer, ACE Fellow

Enrollment Management & Student Success:
- Fall Enrollment
  - Dr. Gabriel presented the daily enrollment report for September 5. Using comparable dates for the two registration periods, the data show a 2.9% increase in Fall 2006 FTES over Fall 2005 FTES. Dr. Gabriel projected a 3% increase for Fall 2006.
  - He reported that approximately 3,000 new students applied after August 21. Today is the census date for the Fall 2006 semester.
  - Marketing plans for the second eight-week session include targeted communications to students enrolled in the first eight-week session and an external promotion of ELI. Modifications to the second eight-week session can still be made.
  - Dr. Gabriel advised that retaining currently enrolled students will be the focus for the spring semester marketing.
  - Dr. Gabriel will provide an assessment of the fall registration and advising process at the Administrative Council on September 12. He and Vice President Baker will also report on the budget implications of the revised enrollment projection.

- Student Success Initiatives
  - Dr. Templin discussed the proposals needed for the campuses’ student success pilot activities. These brief proposals should contain the following information:
    - The major goals of the pilot.
    - The proposed timeline and activities.
    - How the funding will be expended.
    - The expected outcomes of the pilot.
  - Each pilot will receive a $25,000 grant from the Innovation Fund for support of its student success activities following approval of the proposal. A final report on the results of the pilot and recommendations for continuation and applicability to the college will be due by March 15, 2007.

SIS Version 8.9:
- Dr. Dever reported on the status of the preparations for the SIS 8.9 conversion scheduled for the week of October 4-10. During the conversion period, system information will be available only for viewing. Detailed communications regarding the transition period are being developed by the Steering Committee.
- The planning process for this conversion consists of workgroups from various functional areas reporting to the Steering Committee. These workgroups are responsible for testing, training end-users, and the follow-up on the implementation process.
• Dr. Dever advised that initial reports have been positive as to the functionality and the ease of navigation of Version 8.9. This version is expected to be in place for five years.
• The Steering Committee and the workgroups are presently working on detailed testing, finalizing arrangements for the conversion period, identifying business practices that need to be changed, and contingency planning.
• Dr. Sachs presented a demonstration of Version 8.9. He noted that the new version has more of a web presence that will be familiar to students. He stated that functionality is in place for the majority of reports and queries that the college uses but that CEWD will continue to use workarounds. Dr. Dever advised that some of the previous system issues with financial aid have been resolved. Vice President Baker stated that NOVA is one of three VCCS colleges piloting interface redesign for financials.
• The Council discussed the possibility of implementing the PeopleSoft waiting list functionality as it could be a valuable tool for enrollment management. Consideration of this and other new functionalities will be part of the follow-up by the Steering Committee once the conversion is successfully implemented.

2006-07 Classified/Administrative & Professional Faculty Requests:
• Classified Position Requests: Marketing & Communications; Call Center; & Web Strategy Team
  o Dr. Gabriel provided a presentation to the Council on plans for NOVA’s Call Center. This presentation focused on current practices, present and future staffing, and the expected outcomes for the reorganization of the Call Center into a new Information Center.
    ▪ The mission of the Information Center is to
      ♦ become the go-to place for all types of college information
      ♦ provide critical support to enhance college outreach goals
      ♦ enhance NOVA’s image and stature within the community by consistently exceeding customer expectations
      ♦ answer 90 percent of all inquiries without referral to another college unit
    ▪ Technologies such as instant messaging (IM) will be fully utilized to enhance the center’s services.
    ▪ Attention will be given to the outbound call function of the center as a means to communicate with and solicit information from students and other groups.
    ▪ It was agreed that a good working relationship with offices that assist students is critical to the success of the Information Center.
    ▪ Dr. Gabriel reported that the position of Information Center Manager will be upgraded to the coordinator/director-level, and that two additional specialists have been requested. These specialists, along with one position already in place, will each be responsible for a specific area such as training and fulfillment, communications, and database management. The Administrative Council approved these positions as requested.
    ▪ Dr. Templin requested that the following points be incorporated into the call center reorganization plan:
      ♦ Create customer service “teams” with financial aid, student services centers, and other offices as needed.
      ♦ The Information Center team will be responsible for developing and monitoring NOVA’s telephone customer service strategy.
      ♦ Develop plans for the Information Center’s roll out and communication strategy to the college community.
      ♦ Benchmark expectations and performance of the call center with industry standards.
Pilot the use of volunteers in this center.
Ensure that calls and any “hand offs” to other offices are followed all the way through to their final resolution.
  - Customer service training for Information Center staff will also be open to other student services staffs.
  - Dr. Gabriel also reported on plans to develop an effective web strategy. A consultant will be retained soon and will be tasked with (1) working with an ad hoc committee to identify college needs and to set policies for the website; (2) collaborating with a second ad hoc committee responsible for implementing the redesign project; and (3) recommending a maintenance plan for the website.
    - The following positions were discussed:
      - Campus webmaster positions for both the Alexandria and Annandale campuses have been requested. These positions will initially spend fifty percent of their time with the redesign committee. After the redesign period is completed, twenty percent of the webmasters’ time will be spent with the Marketing and Communications office and the Technology Applications Center to ensure consistency among the college and campus sites.
      - The two positions held over from last year will be released. One position will go to TAC for web development and the other to the Marketing and Communications unit for web writing.
      - One restricted web designer/developer position will go to TAC to assist with the redesign project.
      - Once the new site is completed, the two TAC positions will assist in maintaining the campus sites for the four smaller campuses.
      - All campus webmasters will follow a centrally established protocol in maintaining their website. The TAC Director will be responsible for all technical application issues, and the head of Marketing and Communications will be responsible for website content.
    - Dr. Gabriel will provide a tentative timeline for the web redesign project at the September 19th meeting as well as confirm the number of positions needed to meet this priority.
  - Classified Position Requests: Community Outreach Specialists—Deferred until September 12.
  - Round Two Classified & A/P Faculty-Ranked Positions—Discussion deferred.

2006-07 Professional Development Budget Proposal: Material distributed but discussion deferred to the September 12th Administrative Council meeting.

2007 Legislative Strategy: Discussion deferred.

College Board Meeting – September 11:
  - Dr. Templin noted that the focus of the meeting will be on the Capital Outlay request.

Chilean DuocUC Delegation:
  - Dr. Dever provided background information for the upcoming visit of a delegation representing the Chilean education system comparable to our community colleges. Possible areas for future collaboration will be one topic of discussion.

Alexandria Provost Search:
Five candidates will be interviewed for Alexandria campus provost during the period of September 13-21. Dr. Dever will serve as chair for the Administrative Council’s portion of the interview process.

The next meeting of the Administrative Council is on Tuesday, September 12, at 9:00 a.m. in the Large Board Room of Brault.

**Tracking & Upcoming Items**

- High School Outreach & Related Position Requests – September 12
- Revised Enrollment Projection & Budget Implications – September 12
- Evaluation of fall registration and advising process – September 12
- 2007-08 Faculty Position Allocations – September 19
- Loudoun Campus Phase III & Higher Ed Center – September 19
- Analysis of Faculty Hiring – September 26
- SCHEV Outstanding Faculty Awards – October 3
- Manassas Campus Phase III & Master Plan – October 24