Administrative Council Meeting  
September 26, 2006

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

Dr. Athos Brewer, ACE Fellow, and Dr. Monica Sasscer were also present.

Enrollment Management and Student Success:
- Dr. Gabriel reported that the College will be approximately 600 FTES over Fall 2005. This is an approximate increase of 3.0% over last year at this time.

Interactive Voice Response (IVR) Proposal:
- Vice President Sachs presented the IVR proposal from the NovaConnect Upgrade Steering Committee. He stated that currently there are 88 phone lines for NovaConnect that are divided between two IVR boxes in Richmond. The use of NovaConnect phone lines has been steadily declining as more students go to the Web for registration and payment transactions. He explained that in Spring 2005, the IVR percentage of transactions was 13% and dropped to 5% in Spring 2006. In Fall 2005, the percentage of usage was 7.6%, and currently for Fall 2006 is 2.3%. He stated that it is only on the first day of spring registration that more than the one IVR box with 48 incoming lines is needed and that is only for two hours or less. At any other time during the year, if more than 48 incoming calls are needed, it is only one or two extra lines and only for a minute or two at widely scattered times on a couple of days.
- He went on to further explain that there is challenge in maintaining two boxes. When a problem occurs, the NovaConnect support staff, the Business Office and Controller’s office have to investigate both boxes to see which one has the problem. This process actually delays a resolution to problems.
- The NovaConnect Upgrade Steering Committee therefore recommends that the number of IVR phone lines be reduced from 88 to 48 and the second IVR box be eliminated.
- The Administrative Council agreed to this proposal as presented.

2006-07 Classified/Administrative & Professional Faculty Requests
- Dr. Templin stated that the Alexandria, Annandale, Manassas and Woodbridge campuses have submitted requests for High School Outreach and Recruitment Specialists. President Templin explained that if other Provosts have decided that they would like such a designated position, it is not too late to submit such a request, but they would need to relinquish another requested position.
- He emphasized that each campus should allocate staff resources to implement high school outreach and recruitment as described in the previously discussed proposal. Those campuses not requesting a specific position for high school outreach and recruitment should consider realigning responsibilities among existing staff or in conjunction with other new positions to achieve comparable results. Deans of Students are responsible for seeing that specified campus activities effectively occur. The specialists and others on
the campus team will carry out these activities on an operational basis. The Associate Vice President for Student Services and Enrollment Management, acting under the direction of the Executive Vice President, has overall administrative oversight for monitoring and coordinating the implementation of the plan by the parties assigned specific responsibilities.

- The Administrative Council approved these four High School Outreach and Recruitment Specialists for Alexandria, Annandale, Manassas and Woodbridge.

Marketing and Communication Model for NOVA:

- Dr. Templin asked Dr. Gabriel to provide input on the new positions for the area of marketing and communication at the College. Dr. Gabriel stated that in order to achieve a more consistent marketing and branding image, NOVA must operate within a centralized model. However, given the size of the College and the distinctive nature of its campuses, the NOVA Marketing and Communications Model recommends that each campus have a Campus Community Relations Officer (CCRO) position reporting to the Provost but working in collaboration with the College Marketing and Communication unit.

- The CCROs will serve two critical functions:
  - Assist the Provosts in expanding their presence in the local communities.
  - Collaborate with the central marketing office in achieving campus-specific marketing and outreach goals.

- These goals will be achieved by these individuals representing the campus/Provost at professional and business associations as appropriate; seeking partnership opportunities, and connecting with local, ethnic, business and community educational groups. These positions will carry forward the message and direction as established by the Marketing and Communication unit.

- Dr. Gabriel explained that these positions are different from those of our current Public Information Officers (PIO’s). He stated that the support provided to the campuses by the PIO’s will continue in the interim.

- The Provosts commented that this position would provide invaluable assistance to them when their schedules do not permit them to attend all the community events for which NOVA should have a presence.

- In addition to the CCRO, this marketing model calls for the addition of two College Marketing Specialists. Some of the required functions for these two positions would be to provide aggressive, proactive media relations, along with conducting college-wide image/advertising campaigns. They would also be responsible for recruitment materials, marketing strategy and support, and the writing and editing for publications, speeches, presentations, and cable programming. These individuals would also work on various levels of communications, such as Web, internal, and crises communication.

- Dr. Gabriel stated that these positions will be more fully defined when the proposed reorganization takes place.

- The Administrative Council approved in concept the Campus and Community Relations Officer positions for each campus and the two College Marketing Specialist positions. The Council expressed some concern that the CCRO title may not adequately describe to the outside community the level of responsibility that these individuals will have as they go out in the community and represent the Provosts and the
campuses. Dr. Gabriel stated that he will work with Human Resources to research a title that may better justify and describe these campus positions.

- Dr. Gabriel stated that he is currently working with Human Resources to reclassify the Call Center manager position to that of a Director level for the Information Center.
- Dr. Sasscer expressed concern about the need for additional Web support for the Technical Applications Center. She explained that even with the recently approved positions for a Web designer and writer and content specialist, with more of our students going to the Web, there is a need for constant maintenance to keep the web pages current. She reminded the Council that we currently have only one Web master for the entire College.
- Dr. Templin stated that the final list of the 46.5 new classified and administrative faculty positions for Round 1 has been finalized. The Council is to review the round 1 list and let him know if they have any questions. He will send electronically the remaining list of 41.75 requested positions, which exceeds 20 more positions than there is funding. This list will be discussed at the October 10th Administrative Council meeting.

College Emergency Planning Committee:

- Vice President Baker explained that a College Emergency Planning Committee was recommended by the ad hoc committee report on the bird flu pandemic. She stated that this committee would be charged with overseeing and coordinating the various college-wide and campus based emergency plans. As its first charge, the committee would review the work of the ad hoc committee and make detailed recommendations for a College plan of action in case of a possible pandemic.
- Ms. Baker recommends the following areas to be represented on the committee:
  - Police
  - Facilities
  - Human Resources
  - IT
  - ELI
  - Public Relations
  - College Senate
  - Student Activities
  - Academic Divisions
  - At least one representative from each campus
- Vice President Baker proposes that the Vice President for Finance and Administration chair the committee. The membership would be appointed by the President, as a college standing committee, to serve three-year staggered terms, but members could serve more than one consecutive term. She recommends that the committee be formed as soon as possible so that a draft plan on the possible pandemic can be presented to the Administrative Council by Thanksgiving.
- The Administrative Council approved the proposed membership and appointment of such a committee. Dr. Templin asked Vice President Baker to provide him with a draft appointment list and charge for the committee.

2007 Legislative Priorities:
Dr. Templin provided the Administrative Council with a listing of the 2007 Legislative Priorities:

- Capital Outlay - $71 million in new facilities in Prince William County. NOVA has a space deficit of more than 500,000 square feet in new classroom, laboratory, and office space just for currently enrolled students. Another 500,000 square feet in existing space is in critical need of renovation. The specific projects are:
  - Woodbridge Campus Phase III - 84,000 square feet
  - Manassas Campus Phase III – 55,000 square feet
- Base Budget Adequacy – Increase support to the VCCS to meet the state’s funding guidelines. The VCCS is currently funded at 94% of the state’s “base budget adequacy” guidelines, making it the lowest funded college on a per student basis amongst public institutions in Virginia. Particularly needed is increased funding for community college faculty salaries to the sixtieth percentile to benchmark institutions nationwide. Faculty salaries at NOVA average $7,500-$15,000 below comparable community colleges faculty salaries in the Washington metropolitan area.
- Community College Transfer Scholarship - $3.7 million to provide scholarships for community college graduates transferring to universities.

- Dr. Templin explained that Delegate Vince Callahan will be introducing and championing legislation for the Community College Transfer Scholarship in the upcoming 2007 General Assembly session. This transfer scholarship would support community college graduates attending four-year institutions who receive an associate degree and graduate with a 3.0 average GPA and who apply for financial aid and demonstrate financial need by having a family income that is less than or equal to 150% of Virginia’s median income. Each scholarship will be based on the difference between the cost of tuition paid at a Virginia community college and the cost of tuition at a public Virginia university. Dr. Templin commented that this is very exciting piece of legislation that will only enhance some of our programs such as Pathway to the Baccalaureate and guaranteed admissions agreement with universities.

Federal Earmark Requests:
- Dr. Templin distributed a list of congressional appropriation proposals for FY 2007. He would like the Administrative Council to provide him with any input or ideas on these proposals by October 13. Dr. Templin needs to get any proposals to the Chancellor by November 1. He explained that if there was an initiative that was not previously funded, it can be resubmitted.

University of Virginia: Bachelor of Interdisciplinary Studies:
- Dr. Templin reported that the college is in preliminary discussion with the University of Virginia about offering its Bachelor of Interdisciplinary Studies, a part-time adult degree program with evening classes, to qualifying NOVA students. The BIS program allows a student to enter U.VA. as a third-year undergraduate, so preparatory course work is the primary element of eligibility for admission. The requirements include 60 transferable semester credit hours and any relevant prerequisites for a concentration. Students applying to the BIS program should be in good standing with a minimum GPA of 2.0
from the college last attended, at least 4 years past high school graduation and hold no previous degrees from a four-year institution.

- Besides being offered on the grounds in Charlottesville, the program has also been successfully offered in Hampton Roads in conjunction with Tidewater Community College. Later this semester, U.Va. is expected to hold focus groups at NOVA to determine interest in the program. Anticipated implementation would be for Fall 2008.

Other Items:

- Dr. Gabriel circulated the SIS 8.9 Communication Plan. He will email this document to all the Administrative Council later today.
- Dr. Templin stated that he is not anticipating approval for the faculty salary plan from the VCCS until sometime next week. The open door session will therefore be delayed until October 24 at 2:00 p.m. in the Ernst Community Cultural Center.
- The Alexandria Campus Provost search is nearing completion. The committees have met, and their reports have been forwarded to the Dr. Templin for review.

The next meeting of the Administrative Council will be held on Tuesday, October 10, at 9:30 a.m. in the Brault building.

Tracking & Upcoming Items:

- SCHEV Outstanding Faculty Awards – October 10
- Analysis of Faculty Hiring for Fall 2006- October 10
- 2007 Faculty Position Allocation (Round 2) – October 10
- VCCS Technology Plan – October 10
- Report on evaluation of Summer and Fall registration and advising – October 10
- Manassas Phase III and Master Plan – October 24
- Assessment of Faculty Hiring Procedures – November 17