Administrative Council Meeting  
March 20, 2007

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

Dr. Ronald Buchanan represented Dr. Hinton.  
Mr. Art Cavanagh represented Vice President Sachs.  
Dr. Elizabeth Harper represented Executive Vice President Dever.

Mr. Athos Brewer, ACE Fellow, also attended.

Marketing & Communications Logo Project:
- Kukovich and Associates, in collaboration with a committee representing various facets of the college, has been reviewing the research findings about NOVA’s image in the community and a potential visual identity for the College. A critical part of this image is the logo and tagline identifying the institution.
- Dr. Gabriel presented several logos recommended by the committee. Feedback from the college community will be solicited and the input will be compiled by Kukovich and Associates in a report to Dr. Templin. The report will then be provided to the Administrative Council for consideration.

Enrollment Management & Student Success:
- Enrollment Update
  - Dr. Gabriel distributed the Daily Enrollment Report for Spring 2007 as of March 20. He noted that a comparison of Spring 2007 FTES to Spring 2006 FTES reflects an increase of 8.6% increase. The data also reflect a significant increase in the second six-week session.
  - Dr. Templin acknowledged the efforts of the college community that resulted in this enrollment growth.
  - Dr. Gabriel will provide the Administrative Council with a report on NOVA’s retention rate. He stated that the retention rate from Fall 2006 to Spring 2007 was higher than that from Fall 2005 to Spring 2006.
  - Concern was expressed over the new VCCS “W” policy as it relates to those students who have never attended class. Under this policy the VCCS would not count these students in their request for state funds. Dr. Dever will be requested to develop guidelines for faculty to address this issue.

- Student Success: Pilot Plus Two:
  - Dr. Hill reported on the student success pilot project at the Woodbridge Campus that aims to assist students and their families in completing the financial aid application through the use of an interactive multi-media tutorial service. This project is expected to increase student success through greater student participation in financial aid programs.
Once this service is available on the college’s website and on CD, the number of students and families actually completing the financial aid application process during college outreach activities should increase.

This service is being developed internally at NOVA as no comparable tool was available and is a collaborative effort involving the ELI, TAC, the TV Center, the NOVA Financial Aid Office, and the Woodbridge Campus. Once this service has been tested, it will be available to all the campuses.

One expected outcome of this project is increased college access through increased financial aid participation. An increase of 5% in the number of Woodbridge students receiving financial aid by the end of the summer 2007 term is anticipated.

This effort should enhance the Student Services Center’s ability to respond to student financial aid needs.

Dr. Hill also discussed the Woodbridge campus’s student success initiatives for 2006-2007. He noted that the CLARUS findings were a significant part of the planning for both enrollment management and student success. Among the areas being addressed are:

- Refining the high school recruitment process to increase awareness and enrollment by visiting each high school twice during the semester and by scheduling campus visits for each high school. An information display was also presented at Potomac Mills.
- Targeting students who have selected NOVA to participate in “NOVA Day” so that, in addition to receiving general information about the college, students can complete the enrollment and registration process during this visit.
- A Student Ambassador program is underway that will team students with the high school outreach counselor at events held in the schools and on campus.
- The “Welcome to Campus” event is now held during the second week of the semester. Students receive information from Student Services and from student clubs and organizations.
- Increased visibility for the financial aid opportunities at the college have included offering evening and weekend workshops at all the local high schools.

- Dr. Templin noted that many of the college’s new employees are not aware of the one-stop concept and the recent student services reorganization. He advised that information should be available to the college community as to the purpose and the results of this effort.
- Dr. Hinton will report on the student success initiative at the Manassas Campus at the Administrative Council meeting on April 3.

Policy on Reimbursing Travel Expenses for A&P Faculty Candidates. Discussion Deferred.
Proposed Institutional Memberships for 2007-08:
  - The proposed Institutional Memberships for 2007-2008 were approved as presented.

NOVA Educational Assistance Policy:
  - Dr. Hill presented a summary of the recommended revisions to NOVA’s Educational Assistance Policy. These revisions are based on earlier VCCS changes and the recommendations of the State Board.
    - Free tuition for credit classes at NOVA is available to full and part-time (P-3) faculty and adjunct faculty. Continuing Education classes at NOVA are not covered by this policy. The six (6) credit hours per semester limit applies to NOVA free tuition and it applies to tuition assistance. Faculty may choose credit hours at NOVA that are of general interest.
    - The college will provide tuition assistance and access to NOVA classes free of charge to qualified classified employees who apply. The maximum credit load is six (6) credit hours (or the equivalent CEU value) per semester for all employees.
    - After six months of employment, P-14 employees may apply for access to NOVA courses that are degree related or for general interest. P-14 employees on student visas are not eligible for tuition assistance or access to NOVA classes free of charge.
    - Tuition assistance for other institutions requires the execution of a promissory notes and adherence to specific criteria.
  - The Administrative Council approved these recommendations in concept but requested that the policy be clarified as (1) it pertains to the exclusion of student employees from this program and (2) in differentiating between NOVA and non-NOVA courses. The revised policy will be available in the Handbook for Classified Employees.

Draft of the 2007-2008 Consolidated Working Calendar:
  - The draft 2007-2008 Consolidated Working Calendar was approved as presented.

Other items:
  - Dr. Hill reported that the Woodbridge Campus hosted a focus group for businesses in Prince William County to discuss regional opportunities resulting from the Base Realignment and Closure (BRAC) 2005. The campus will host four additional focus groups in the next several weeks. Dr. Templin noted that this is a good example of the college acting as a facilitator for community issues.
  - Dr. Gueverra is confering with Supervisor Penny Gross on transportation and housing issues in the Alexandria campus service area. Dr. Templin asked in he could receive a copy of the County’s transportation plan in the Columbia Pike area.
  - Vice President Baker provided the following guidelines on whether FY 2007 funds would be carried forward to complete projects started this year:
    - Any project presently under design will have the design phase paid for out of this year’s funds.
    - Any project under contract for construction will have the construction phase paid for out of this year’s funds.
Funds for design or construction that are not encumbered against a contract by June 30 will not be paid for out of FY 07 funds.

Projects approved for funding this year that are not under contract by year end will not have the approved funding carried over automatically. Such projects will have to compete for one-time-only funding to the extent such funding is available in FY 2008.

The next meeting of the Administrative Council will be Tuesday, April 3, at 9:30 a.m. in the Large Board Room.

Tracking & Upcoming Items:
Institutional Advancement Reorganization Plans (April 3)
Assistant Provost position (April 3)
Student Outreach, Marketing & Recruitment (April 3)
NOVA Educational Assistance Policy