Administrative Council Meeting  
May 8, 2007

Members Present: Executive Vice President Dever, Mr. Foley, Associate Vice President Gabriel, Dr. Gueverra, Dr. Hill, Dr. Hinton, Vice President Sachs, Dr. Saperstone, Dr. Tardd, and President Templin.

Ms. Myrtho Blanchard represented Vice President Baker.

Dr. Athos Brewer, ACE Fellow, also attended.

Guests:  
Ms. Laraine Booker, CEWD Financial Consultant.  
Dr. Sharon Robertson, Associate Vice President, Academic Services.

Enrollment Management & Student Success:
- Enrollment Planning for 2007-2008
  - Dr. Templin stated that, in view of the strong performance in the spring semester, the projected enrollment for 2007-2008 needs to be recalibrated to reflect an annual growth rate of at least 3%. This rate aligns with the State Council’s projection of the growth rate needed to justify NOVA’s capital outlay plan.
  - Drs. Dever and Gabriel will review the institution’s enrollment pattern and propose revised targets. It was noted that although major initiatives, such as high school outreach and recruitment, are underway to help stimulate this growth, new products and services will be essential to sustain this growth on an annual basis.
  - In the coming months, the Administrative Council will review the college’s strategic plan for possible revisions, additions, and/or deletions.
  - Dr. Dever stated that the VCCS policy revision regarding “W” grades will not be implemented until it can be supported by the student information system. It is anticipated that this will be ready by the fall semester. However, the implications of this change in policy will need to be considered in future enrollment planning.

- Summer enrollment
  - Dr. Gabriel provided the Daily Enrollment Report for Summer 2007 as of May 7, 2007. The data show an increase in FTES of 2.3% over the comparable date for Summer 2006. Based on this data, Dr. Gabriel predicts an increase in FTES of approximately 4% for Summer 2007.
  - He noted that next week is a critical enrollment period during which capacity should be closely monitored. Special attention should be given to the demand for closed sections and appropriate responses considered.
  - Extensive marketing of the summer term continues.

- Fall registration
  - The results of priority registration will be analyzed following enrollment cancellation. The number of students dropped will be compared with the Fall 2006 enrollment cancellation data to determine if students who registered early this year were more committed and less likely to be dropped for non-payment.
Student Success – Medical Education Campus.

- Mr. Foley presented the results of the Allied Health and Nursing Divisions Student Retention Study conducted by the Medical Education Campus for its student success initiative focusing on retention. The objective of this study was to examine student attrition in Nursing and Allied Health programs as a means of developing a comprehensive retention plan. The study focused on cohorts in the program and utilized separate focus groups for faculty, current students, and former students who had left the program.
  - Among the findings of this study were the following:
    - Both faculty and students agreed that the standards for the Allied Health and Nursing programs have been set high, and no one felt that those standards should be compromised to retain more students in the program.
    - Students do not always realize the commitment required to complete these programs. As a result, unanticipated changes in a student’s “life” circumstances may have a major impact on retention.
    - Nursing students need better preparation in the math skills required for success in the program.
    - Smaller classes and expanded tutoring resources would enhance student success.
    - More academic advising is needed before students enter the program. Students should also receive more information on the availability of financial aid.
    - An expanded orientation and the reorganization of the SDV course to focus on time management, critical thinking skills, and study skills could also help to prepare students for these intensive programs.
    - A consistently administered admissions procedure is needed throughout the Allied Health and Nursing programs. Applicants could be screened for an improved level of student preparedness and evaluated for motivational factors prior to enrollment. The study noted the criticality of identifying at risk students so that additional resources are available to them. Further ESL testing is also considered essential to help identify students needing additional support.
  - An action plan will be developed to implement the recommendations of the study. The need to have data support for these findings was also discussed.
  - Next steps include conducting both a student satisfaction survey and a faculty satisfaction survey and continuing discussion groups around specific Allied Health programs.

Curriculum Committee Recommendations:

- Dr. Robertson presented the following Curriculum Committee recommendations:
  - Reactivate MUS 166 Beginning String Ensemble and MUS 266 Advanced String Ensemble. These courses are needed to expand ensemble opportunities for string players and will transfer well to universities.
The Administrative Council approved the reactivation of MUS 166 Beginning String Ensemble and MUS 266 Advanced String Ensemble for use at the Alexandria Campus as soon as the VCCS gives final approval.

- Grant advanced standing credit for MKT 215 Sales and Marketing Management for students who complete the Sales University Professional Selling course. Students would present a certificate of completion of the program, which will be accepted for seven years. This recommendation is supported by the Advanced Standing Committee and is expected to increase enrollment in the marketing program.

The Administrative Council approved the granting of equivalent credit for MKT 215 Sales and Marketing Management for students who successfully complete Sales University’s Professional Selling Course.

- A task force was charged by the Curriculum Committee to consider the advantages and disadvantages of changing the NVCC course distribution requirements for degrees as permitted by the recent changes to the VCCS requirements. Changes considered included the possibility of removing the speech requirement; removing one social science course from the AA, AAA, and AAS degrees; removing PED or reducing it to one credit; and allowing the Engineering AS program to expand to 72 credits. In consultation with various faculty, the task force recommended no changes to NOVA’s course distribution requirements at this time.

- A comparison of the original and the revised course distribution requirements for the VCCS as reflected in Table 5-1 were distributed. It was noted that NOVA’s requirements go beyond both VCCS and SACS requirements.

- Dr. Dever will request clarification from the VCCS on the 2-credit personal development requirement in the revised course distribution table.

- Mr. Foley proposed that the following amendment be added to the Curriculum Committee’s recommendation:
  - Programs with specialized accreditation may formally submit a request to the Curriculum Committee for an exemption from the NOVA course distribution requirements, providing justification. The request would be handled as any other curriculum proposal. In no case will any exemption be granted that violates VCCS degree requirements, as expressed in Tables 5-1A and 5-1B, nor SACS requirements for general education.
  - The Curriculum Committee’s Policy Guidelines will be reviewed for the appropriate process in which amendments are added to committee recommendations.

The Administrative Council agreed to defer a decision, pending further review and discussion, on the Curriculum Committee’s recommendation to retain the current course distribution requirements at NOVA and the proposed amendment to that recommendation.
Institutional Advancement Reorganization Plans:

- Dr. Templin discussed the organizational structure for the proposed Office for Institutional Advancement. He noted that this proposal must be approved by the VCCS as it establishes a new vice president position.
- The functions of this unit will include directing marketing efforts, advancing the image of the college, and seeking funding resources for the institution.
- The initial focus of this reorganization will be on Marketing and Communications. This sub-unit will be headed by a director and will include Graphics, the Call Center, Marketing (focusing on positioning of NOVA, promotion, advertising, and recruitment), Communications (focusing on internal and external communications, including media relations), and Web Content Management.
- The proposed reorganization will eventually include the Education Foundation, Grants Development and Special Projects, and Government Affairs and Community Relations as sub-units of the Office for Institutional Advancement.
- During the time of a search for permanent vice president, Dr. Gabriel will assume the position of Acting Vice President for Institutional Advancement.

The Administrative Council endorsed the proposal as presented.

CE/WD Quarterly Financial Report:

- Ms. Laraine Booker presented the CEWD 3rd quarter report for FY 07 as well as comparison data from FY 2006. She stated that expenses are down and revenues are up for both the 3rd quarter period and the cumulative 9-month period in FY 07.
- It is expected that the revenue for FY 2007 may fall below the target set for this period resulting in a slight deficit. However, the data reflect a significant reduction in the program deficit from previous years. In addition, efforts continue to reduce inefficiency and redundancy by merging the programs at Annandale and Alexandria and the programs at Woodbridge and Manassas.
- Plans continue for a comprehensive reorganization of the CEWD program.

Commencement Review:

- Plans are progressing well for the commencement ceremony on May 15.

SACS Fifth-Year Report Status:

- Dr. Gabriel reported that NOVA’s Fifth-Year Report has been received by SACS.
- Copies of the report will be distributed to council members.

2007-08 Planning:

- Drafts of the 2007-08 chancellor’s goals and the 2007-2008 college goals were distributed.
- Over the summer, units and campuses will be focusing on their assessment results and indicators of effectiveness for 2006-2007 as well as drafting their 2007-08 campus and administrative unit goals.

Summer Administrative Council Calendar:
Ms. Hurst will distribute a draft of the Administrative Council’s meeting schedule for the summer.

The next meeting of the Administrative Council will be Tuesday, May 22, at 9:30 a.m. in the Large Board Room.

Tracking & Upcoming Items:
Meeting with Northern Virginia Regional Planning Commission – May 10
Federal Career Day Follow-up – May 22
Call Center Report – May 31
Communications and Identity Report – May 22
Achieving the Dream Planning
Assistant Provost Position