Administrative Council Meeting
June 26, 2007

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

Dr. Daniel Lewis represented Dr. Hill.

Enrollment Management & Student Success:
- Summer Enrollment
  - Dr. Gabriel distributed the Daily Enrollment Report for Summer 2007 as of June 25. The data reflect a 6.2% increase in FTES over the comparable date for Summer 2006.
- Fall registration
  - The Daily Enrollment Report for Fall 2007 as of June 25 was also distributed. 6,089 FTES were enrolled as of June 25.
  - Targeted marketing for students who attended in the spring semester but have not enrolled for fall is being considered.
  - Additional radio spots for the period of July 21 through August 15 are also under consideration.
  - Dr. Gabriel noted that by July 9 a more accurate assessment of Fall 2007 enrollment should be possible.
- Alexandria Student Success Pilot
  - Dr. Gueverra reported on the Alexandria campus’s college-wide initiative on student activities.
    - A Resource Guide for Student Organizations and Coaching Student Organizations: A Source Book for Faculty and Staff Advisors have been developed and will be available to the college community. Also under development is a resource booklet on student ambassadors.
    - Pat Gordon, the Student Activities Coordinator for the Alexandria Campus, was acknowledged for her work with this initiative.
    - The focus of this initiative is to move the various student organizations forward to ensure their integration into the college community and to provide coordination of college-wide activities. It was agreed that students want a college-wide connectivity as well as a campus identity.
    - The student ambassador program and the peer advising program may be combined as both are based on similar models.
    - Options to enhance the sports program college-wide are being examined. Efforts are also underway to identify resources for the various teams.
    - Protocols for a college-wide student newspaper are being developed.
As a convenience for students and to increase student success, tutoring services will be consolidated in a central area identified as the Academic Center for Excellence (ACE).

A Capital Trading Room has been established to allow students to observe and participate in the activities associated with international financial markets.

A joint effort with the National Foundation on Teaching Entrepreneurship is under consideration.

Council members also discussed the prospects for campus student centers. The increase in the student activities fee effective Spring 2008 and the recent support of centers at TCC by the State Board for Community Colleges are positive steps in this direction. Dr. Templin will identify a subgroup from the Administrative Council to begin developing a strategy for conceptualizing and creating student centers at NOVA.

Dr. Dever stated that the Student Activities Leadership Team (SALT) has been proactive in this area and would soon present a comprehensive student activities proposal to the Administrative Council.

The Alexandria Campus also conducted a financial aid project with the goal of increasing the number of students receiving financial assistance. A consultant was retained and focus groups were conducted. The final report will be distributed to the Administrative Council.

- Dr. Gueverra stated that beginning in Spring 2008, students will have access to income tax information and assistance from specially trained student volunteers. At the same time, students can receive basic financial aid information and assistance with completing the FAFSA.
- Designated campus staff will be able to provide basic financial aid information as well as direct students needing further assistance to the appropriate resource.
- Participation in various conferences and workshops should provide exposure to best practices for increasing the number of financial aid recipients.

Information regarding Fall 2007 orientation sessions is being sent to new students who are told that orientation is mandatory. During this session, students can receive advising assistance, register for classes as well as receive assistance with the financial aid process.

2007-08 Budget:

- Vice President Baker presented the revised draft budget for FY 2008. She noted that changes approved by the Administrative Council at the June 19th meeting have been included in this draft.
- There is a possibility of a two-to-four percent shortfall in state revenue for FY 2008. In anticipation of this possibility, the Administration Council endorsed the recommendation that specific non-recurring expenses be prioritized for possible
reduction or elimination. These funds will be not be allocated until a final decision on this shortfall has been made.

- It is anticipated that 80% of the M&O funds will be distributed in July.

The Administrative Council approved the FY 2008 budget as presented.

Salary Increases:
- Dr. Templin will provide a communication to the college community regarding salary increases as soon as the VCCS response to NOVA’s proposed faculty salary plan is received.

2007-08 College, Campus & Administrative Goals:
- Dr. Templin distributed data on capital outlay, annual salary increases, and annual operating budgets for the period FY 2003-2008. In all categories, NOVA has realized a significant increase in resources.
- Dr. Gabriel presented data on the indicators of institutional effectiveness as of June 2007. It was noted that in the areas of access and student success, the data show positive gains.
  - In the area of access, the college had a higher growth in FTES than in headcount, indicating more full-time and younger students. Enhanced efforts in high school outreach and recruitment have had a positive impact.
  - Investment in support for the Reston and Arlington Centers as well as for the Extended Learning Institute is showing very positive results.
  - The fall-to-fall retention rate has also increased as has the number of students receiving financial aid. Dr. Dever noted the positive effect of having financial aid advisors on the campuses and stated that efforts are being made to collect more detailed data on financial aid that can be used for comparative analysis.
  - Progress is being made toward increasing the diversity of the faculty to better reflect the composition of the students being served.
  - The number of NOVA graduates declined in 2005-2006. It was agreed that more focus should be put on degree completion.
  - Efforts are underway to improve data collection for the Dual Enrollment program as well as develop a comprehensive strategy for this program.
- Dr. Gabriel also discussed some of the VCCS data on NOVA’s performance for Dateline 2009.
- Dr. Templin provided a draft planning document for the college’s goals and outcomes for 2007-2008.
  - Items to be addressed in the goals and outcomes of all campuses and the appropriate units were identified.
  - It was agreed that the Academic Deans Council and the Deans Working Group need to be consulted about the goals and their roles in achieving them.
- Two templates for the annual process of setting and reporting on goals and outcomes were provided by Dr. Gabriel. It was noted that these templates are also acceptable for SACS reporting.
The following timeline was approved for the annual planning and evaluation cycle:

- **July 31, 2007**: Campus/Unit Goals 2007-08 (draft) due to OIR/President.
- **September 15, 2007**: (a) Campus Unit Goals 2007-08(final) due to OIR/President and (b) The final Annual Planning and Evaluation Report for 2006-07 due to OIR/President.
- **December 1-5, 2007**: Mid-year review of 2007-2008 goals with the President.
- **July 1, 2008**: Campus Unit Goals for 2008-09 (draft) due to OIR/President.
- **September 15, 2008**: The final Annual Planning and Evaluation Report for 2007-08 is due to OIR/President.

Northern Virginia Regional Commission Follow up. Discussion deferred.
- Study with business community
- Provosts/Board members/elected officials

Follow up on Commencement. Discussion deferred.

The next meeting of the Administrative Council is Tuesday, July 17, at 9:30 a.m. in the Large Board Room.

**Tracking & Upcoming Items**
- International Travel Processes & Procedures (July 17)
- Student Deletions Due to Non-Attendance (July 17)
- Telecommuting Policy Recommendation (July 17)