Administrative Council Meeting
July 17, 2007

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

Ms. Joyce Samuels represented Dr. Tardd.
Dr. Ronald Buchanan represented Dr. Hinton.

Guest: Dr. Butch Herrod, 2007-2008 ACE Fellow.

Dr. Templin introduced Dr. Butch Herrod, NOVA’s 2007-2008 ACE Fellow. Dr. Herrod, Dean of Academic Development at Houston Community College, will begin his fellowship at NOVA in January 2008.

Enrollment Management & Student Success

- Summer Enrollment
  - Dr. Gabriel distributed the Daily Enrollment Report for Summer 2007 as of July 17. The data reflect a 6.2% increase in FTES over the comparable date for Summer 2006. This increase is 1.7% above the FTES target set for Summer 2007.
  - The significant increase in FTES at the Medical Education Campus was noted. Mr. Foley also reported that NOVA’s on-line nursing program has been approved.
  - Dr. Templin stated that institutional strategies such as increasing the number of students receiving financial assistance and enhancing high school outreach appear to be positively impacting enrollment.

- Fall registration
  - The Daily Enrollment Report for Fall 2007 as of July 17 was also distributed. The data reflect a 6.1% increase in FTES over the comparable date for Fall 2006.
  - Enrollment cancellation is scheduled for August 4. Dr. Gabriel stated that, prior to the cancellation, a letter will be sent to students who have not paid. Students who are dropped during the cancellation will receive an automated phone message.
  - The significant enrollment growth at the Manassas Campus was noted. Dr. Buchanan stated that tightening the class schedule, emphasizing academic advising, and enhancing faculty outreach in the high schools are strategies being used by the campus to increase both access and retention at the campus.
  - Dr. Templin stated that Dr. Dever will report to the Administrative Council on a PeopleSoft query that identifies the number of students unsuccessfully trying to register for specific classes. This should prove a valuable tool in identifying market demands and developing appropriate responses.
Achieving the Dream Report

- Dr. Templin and other council members reported on the recent Achieving the Dream conference in Dallas. Achieving the Dream is a 5-year commitment for the college under the coordination of Dr. Tardd. The focus of this initiative is to establish a methodology and protocol for improving student success in such areas as:
  - completion of developmental courses
  - enrollment in and completion of gate-keeper courses
  - completion of courses with a C or better
  - re-enrollment of students from one semester to the next
  - completion of degree

- The eighty-seven colleges involved in Achieving the Dream will work toward a better understanding and utilization of data to improve student outcomes. These institutions will ultimately develop a culture of evidence on which decisions are made.

- NOVA’s strategic leadership team, core team, data team, as well as an implementation team for each campus, will be identified this summer. Phase I will focus on the collection of data and the assessment of the institution’s strengths and weaknesses. Phase II will focus on prioritizing areas that need attention. A coach and a data facilitator have been assigned to NOVA to assist in this process.

- The parameters proposed for NOVA’s participation in this initiative include the following:
  - Limiting the focus to no more than five priorities. Focus will be on those areas where the greatest student success can be realized for the largest number of students.
  - All campuses and ELI will be engaged in this effort, which will be structured to correlate with SAC requirements.
  - Pathway to the Baccalaureate and Achieving the Dream should complement each other.

- Dr. Sachs stated that the Academic Transformation Project parallels the Achieving the Dream initiative as both utilize data to change the process of decision making. The goal of the ATP is to achieve superior learning outcomes with decreased per capita student cost.

- Dr. Gabriel stated that data on the cohorts chosen for this initiative will be provided to the campuses by August 15. Base-line data will be provided to Achieving the Dream by September 15.

- It was recommended that each campus have an engagement strategy for participation in this initiative as well as a designated representative to interpret and present this data to the campus community.

- It was agreed that communicating the intent of the institution’s commitment to this initiative and providing regular updates were critical.
Dr. Templin will discuss NOVA’s participation in Achieving the Dream at Convocation.

Institutional Advancement:
- Dr. Templin reported that the position of Vice President of Institutional Advancement has been approved by the VCCS. Dr. Gabriel, who will serve as Acting Vice President of Institutional Advancement, presented an organizational chart for Phase I and Phase II implementation of this new office.
  - Phase I—Marketing & Communications.
    - It is anticipated that a Director for Marketing and Communications will be in place within 4-6 months.
    - A Call Center Coordinator is also being recruited.
    - Three college-wide Communications and Media Relations Specialists will provide specialized communication services to the campuses.
  - Phase II—A permanent vice president is expected to be in place by the end of Spring 2008. The following units are slated to be incorporated into the office of Institutional Advancement at a later date.
    - NVCC Educational Foundation
    - Grants & Special Projects
    - Government & Community Affairs
- Vice President Baker advised that a protocol for emergency communications should be considered a critical part of any communications plan.

TPS, Domicile & In-state Tuition:
- Dr. Templin discussed the recent state policy change that allows students in Temporary Protective Status to now be eligible to establish Virginia domicile for tuition purposes.
  - TPS students who meet normal standards for Virginia domicile will be charged the in-state rate beginning in Fall 2007.
  - TPS students who are currently classified as out-of-state may request reclassification. Reclassification, if granted, will be on a “go-forward” basis. There will be no retroactive refunds.
  - A communication regarding this change was distributed by Dr. Dever. Training for implementing this change is being planned for student services personnel.

Northern Virginia Regional Commission Follow up:
- Study with business community
  - Dr. Templin has proposed that a study be done by the Northern Virginia Regional Planning Commission to analyze the path that area students take from high school to college to the area work force, and their impact on the regional economy.
o The college needs to illustrate the ways in which it is strategic to the economic strength of the region.

- Provosts/Board members/elected officials
  o Plans are being made for provosts and members of the College Board to meet with representatives from their jurisdictions to discuss ways NOVA can assist upcoming students become contributors to the local economy. Training Futures, Pathway to the Baccalaureate, and the training of health care workers are some examples of the institution’s efforts toward this end.

The next meeting of the Administrative Council will be Tuesday, July 24, at 9:30 a.m. in the Large Board Room.

Tracking & Upcoming Items
Registration Plan for Spring 2008 – July 24
Student Deletions Due to Non-Attendance – July 24
Convocation – July 24
Student Handbook – July 24
Allocation of Perkins & College Tutoring Funds – July 24
Review of the “Green” Principles – July 24
Commencement Review – July 31
Emergency Text Messaging – July 31
Campus Highway Radio Systems. – July 31
Unsuccessful Attempted Registration Report – July 31
Submission of Draft Goals & Outcomes 2007-08 – July 31
International Travel Processes & Procedures- August 7
Telecommuting Policy Recommendation – August 7
Vice President of Financial & Administrative Services - August 7
Chancellor’s Annual Planning Retreat – August 8-10