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

Enrollment Management & Student Success:

- **Fall Enrollment**
  - Dr. Gabriel reported that enrollment cancellation has been suspended pending the completion of financial aid award adjustments. As a result, the 11% increase reflected in the Daily Enrollment Report for Fall 2007 as of September 18, 2007, may be somewhat inflated. Dr. Gabriel projects an increase in FTES for Fall 2007 over Fall 2006 of at least 9.5%.
  - Dr. Dever noted the increasingly successful arrangement between the College Financial Aid Office and the College Bookstores, allowing financial aid students to purchase books at the beginning of classes instead of having to wait several weeks for the disbursement of the balance of funds awarded to them.

- **Achieving the Dream**
  - Council members agreed that the response to the coaches’ visit has been positive and that campuses are engaged in this effort.
  - Dr. Gabriel discussed the next steps in this initiative.
    - Data on gatekeeper courses have been distributed to the campus teams.
    - Articles focusing on the Achieving the Dream initiative will be placed in the *Intercom*.
  - Dr. Templin discussed a report, *Achievement Trap*, recently published by the Jack Kent Cooke Foundation focusing on the discrepancy in attendance at selective institutions between students of high ability-low income and those of high ability-high income.
    - The report noted that while students with high ability and low income are often very competitive during their elementary education years, many fall below the top academic quartile during their high school years. Although more high ability-low income students are attending college than ever before, they have less than a 60% chance of graduating, compared with over 80% for high income students.
    - Dr. Templin stated that NOVA is in a unique position to impact this outcome and noted the following programs already in place that support these students:
      - Guaranteed admission to selective colleges.
      - Identifying and supporting such students through the Pathway to the Baccalaureate program.
      - Virginia Two Year College Transfer Grant Program.
      - Relationship with the Jack Kent Cooke Foundation.
The present effort to develop a common template for a college-wide honors program.
The Achieving the Dream initiative.

Marketing Report & Update:

- Dr. Gabriel reported on the results of the goals that were set for Marketing and Communication in February 2006.
  - Increase student enrollment at the college: NOVA has realized a significant enrollment growth in FTES with 8% increase in Spring 2007, 6% increase in Summer 2007, and a projected 9.5% increase in Fall 2007.
  - Increase high school graduate enrollment at NOVA: The data reflect a 15% increase in this enrollment in 2006-2007 as well as an increase in the high school market share from 19.95 to 22.0%.
  - Financial Aid Awards: The number of financial aid awards disbursed has increased from 13,624 to 16,365. The amount of financial aid awarded has increased from $16.2 million to $23.8 million.
  - Develop and implement an institutional advancement structure for NOVA: The Institutional Advancement Plan submitted to the VCCS was approved. Implementation of various components of the plan is currently in progress.
- Dr. Gabriel stated that all public information services are currently being provided at the college level.
- An outline of the marketing activities and enrollment promotion was also presented.
  - More contact with high school junior and seniors and their parents in Northern Virginia and Washington, D.C.
  - Specific populations have been targeted for specialized marketing campaigns, such as adult learners ages 25-44 and transient students for the summer session.
  - Admit packets are being sent to new students in a more timely manner.
  - Postcard reminders were sent in the spring regarding the fall class schedule.
  - Postcard reminders, automated letters, calls, and on-campus posters were used to clarify and remind students about payment deadlines.
  - The Call Center staff has received extensive training and continues to provide high quality responses and service. Dr. Gabriel noted that the staffing for the Call Center will be reevaluated due to the larger than expected volume during specific periods.

- Dr. Templin noted that Pathway to the Baccalaureate, Training Futures, and the HealthFORCE Alliance are the types of programs that can position the college for national recognition.
- The Administrative Council acknowledged the work of Dr. Gabriel in the success of the college’s marketing and communication efforts.
Report of the Ad Hoc Working Group on FY08 Budget Contingencies:

- Vice President Baker presented the recommendations of the working group. She stated that the two principal issues considered by this group were
  - the preparation by the college for another round of budget cuts with the identification of an additional $4.2 million in savings
  - the distribution of these funds should the additional cut not be implemented
- She noted that an unanticipated $941,389 in interest income is now available.
- The working group recommended several areas for the distribution of funds should additional cuts not be required. These included reimbursing the Technology Plan, distributing additional M&O funds to the Admin Council units according to the M&O budget model, and providing funding for deferred maintenance and special studies.
- As concern was expressed over the time frame required to spend funds on various projects, it was agreed that any funding distribution should be considered in terms of a time strategy. The committee will revisit strategies for the distribution of possible additional funds for M&O/Special Initiatives in terms of actions that can be taken by February 15 as well as actions that can be taken by April 1.
- Dr. Templin advised that all budget cuts have to be considered in terms of their impact on institutional goals. However, he also warned that the budget cuts could be worse than the 10% for which the college is prepared. He asked the committee to review possible strategies for cutting a further 5% and come back with a report on that matter.
- The committee reviewing long-term budget planning will consider how the institution can absorb the recurring budget cuts in our FY 2009 budget.

Census Date Revision for Spring 2008:

- Dr. Dever stated that as a result of a recent change in VCCS policy, the Census Date for the Spring 2008 16-week session had to be recalculated. This change requires that the census date for a standard 16-week session now be calculated as 15% of the instructional calendar days in a session, as opposed to the previous policy that the census date would be the 14th day of class.
- Based on this policy change and its impact on the schedule adjustment period, it was recommended that the 2007-2008 Working Calendar be revised as follows:
  - The Census Date for the Spring 2008 sixteen-week session would be changed from Monday, January 28 to Thursday, January 31.
  - Schedule Adjustments (add/drop/swap—on NovaConnect) without permission would be January 14-21.
  - Schedule Adjustments (add/drop/swap—on NovaConnect) with permission would be January 22-31.
- No changes are required in the census dates for the two eight-week sessions as the 15% methodology is already being used.
- The Administrative Council approved the revised Census Date for the Spring 2008 16-week session and endorsed the changes in the schedule adjustment periods.
UVA and Mason BIS Programs:
- Dr. Templin indicated that the University of Virginia’s Bachelor of Interdisciplinary Studies program could be offered at NOVA as early as Fall 2008. NOVA is also in discussion with George Mason University on efforts to promote a comparable adult degree program for eligible NOVA students.
- He noted the importance of providing a variety of opportunities for adult learners in the college’s service region.

Upcoming Administrative Council Meeting Dates:
- Ms. Hurst distributed the 2007-2008 Administrative Council meeting schedule.

The next meeting of the Administrative Council will be Tuesday, September 25, at 9:30 a.m. in the Large Board Room.

Tracking & Upcoming Items
- Report on Student Activities – September 25
- Report on Grants & Special Projects - September 25
- Initiate Strategic Planning Discussions – September 25
- Enrollment Projections for 2008-15 – September 25
- Enrollment Goals for 2008-09 – September 25
- Enrollment Targets for 2008-09 by Campus/Venue – October 2
- CE/WD Year-End & Prelim First Quarter Report – October 2
- Analysis of faculty hiring for 2007 – October 2
- Distribution of Faculty Positions for 2008-09 – October 23
- Telecommuting Policy Recommendation
- Vice President of Financial & Administrative Services search process
- Commencement Report