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

Dr. Hinton participated by phone.

Guests:
Ms. Myrtho Blanchard, Director, Human Resources
Mr. Ben Pittman, Budget Director

Student Access & Success:

- Fall semester enrollment
  - Dr. Gabriel reported that as of November 10, the Fall 2008 data indicate a 2.6% increase in FTES over the comparable date for Fall 2007. He anticipates that the Fall 2008 increase will be approximately 2.5%, which is 1% below the college target for the semester.

- 2009-2010 college marketing plan
  - Dr. Gabriel presented a draft of NOVA’s marketing strategies and activities for 2009-2010. This effort will continue to focus on:
    - options and opportunities—guaranteed admission agreements, transfer grants, flexible scheduling, large number of course options;
    - high quality, high value (quality proposition and value proposition)—comparable or superior education at half the cost;
    - reputation and results—student goal achievement, students transfer in large numbers, quality of faculty, etc.
  - Included in this strategy are:
    - The aggressive use of direct, personalized mail to high school students, parents, and adults in the Northern Virginia and Washington, D.C., area to build awareness of opportunities available at NOVA. The basic message is that NOVA can provide a path for pursuing a college degree even during these difficult financial times. The college will also continue to proactively promote summer opportunities for visiting (transient) students.
    - Individual and personal outreach through the work of recruiters and community relations specialists both in the schools and the community. Campus-by-campus training, support, and collaboration on resources will be provided by the college to enhance the marketing effort. It was suggested that a catalog of approved marketing items be provided to the campuses to ensure a consistent “NOVA look.” To increase NOVA’s visibility within its service region, Dr. Gabriel will provide a template for a brochure that could include both college-wide and specific campus information.
    - Consistent follow-up on contacts, including admit packets, coordination with Call Center, tracking of inquiries, and email and text communications. It was suggested that welcome letters to prospective students be followed by a personal call. A pilot by one campus using work study students to contact prospective students is being considered.
    - Involvement of the Call Center in both inbound and outbound calls. Calls to applicants who have applied but never registered will be made before the end of summer/fall registration. Data relating to financial aid, registration, re-enrollment, and payment will be monitored; outbound calling will be
implemented where appropriate as an early intervention and personal communication strategy.

- Utilize radio, print, and outdoor media advertising to emphasize opportunities provided by Guaranteed Admissions Agreements with major universities and the Community College Transfer Grant.
- Continue to explore social media marketing opportunities with Ripple Effects Interactive (REI) and other college units for sites such as YouTube and Facebook. Email marketing and other online communications is also expected to increase.
- Continue to streamline distribution of on-campus materials for Academic Advising Week and priority registration.
- Expand data collection and develop a protocol to measure outcomes.
  - It was suggested that opportunities in the career/technical fields and the availability of financial aid should also be addressed in this marketing.
  - The impact of replacing the mailed Schedule of Classes with a postcard or other material will be discussed at a future meeting.
- 2009-2010 campus high school recruitment plans
  - The campus plans for 2009-2010 high school recruitment are due to Dr. Templin today.
- Achieving the Dream
  - Plans are underway for the visit by the coaches in January.
  - Dr. Tardd reported that the AtD initiative has received a small grant from the VCCS to supplement college funding.

Implementation of FY09 Budget Reduction:

- Position freeze
  - Vice President Garcia provided a report on NOVA’s 2009 vacancy status (excluding faculty and police) as of November 10, 2008. In addition to identifying vacant positions, the report also identifies the projected savings for each vacancy if frozen. This report will be updated and reviewed on a routine basis to assist in the management of vacancies under the freeze.
  - By November 30, council members are to identify any of these positions being used to meet their freeze targets. Up to one half of the targeted positions may be returned after the freeze is lifted; the remaining positions are subject to reallocation.
  - Council members were asked to contact Ms. Blanchard in Human Resources if additional information is needed on specific positions or for questions about this report.
- Carryforward funds
  - Vice President Garcia reported on the proposed implementation of projects to be funded by Fiscal Year 2009 carryover funds and additional salary savings. He advised that, as most of this funding is being targeted toward physical plant projects, all projects in this category are presently being reviewed.
  - Each provost will receive a listing of his or her campus projects.
  - It was agreed that projects that were in place at the beginning of FY 09 should be funded before those projects requested after that time. Mr. Pittman will advise as to the status of the various projects.
- Follow-up from Ad Hoc Budget Crisis Committee meeting. Discussion deferred.

Allocation of New Teaching Faculty Positions for 2009-2010:

- For the first round of faculty allocations, there are 25 identified faculty vacancies. In addition to these, new positions will be added to support enrollment growth. Two scenarios are under consideration. First, adding 15 new faculty positions, thereby bringing the total recruitment for
Round 1 to 40, with 6 (15%) of the positions reserved for distribution by presidential discretion. Second, adding 7 new faculty positions, thereby bringing the total recruitment for Round 1 to 32, with 3 (10%) of the positions reserved for distribution by presidential discretion. Although the first scenario is preferable, it is recognized that budget constraints may necessitate going to the second scenario.

- The proposed allocations, based on the model used for the past four years, were accepted as presented by Dr. Gabriel.
- Provosts were asked to submit faculty position requests to Dr. Templin by November 22. The requests will be based on the first scenario with the recognition that budget concerns could later result in going to the second scenario or other alternative plan.
- Dr. Templin stated that he is looking for enrollment-driven recommendations or new initiatives expected to have immediate and positive financial results.

Faculty Recruitment Strategy for Class of 2009:

- Dr. Dever presented the Plan for Faculty Recruitment for the Faculty Class of 2009. As in the past, this plan continues to be driven by NOVA Strategic Vision 2010: Gateway to the American Dream. According to this plan
  - The Faculty Allocation Model remains the same. Approximately 15% of the available positions will be reserved for presidential discretion. If a campus has not successfully hired for a position within the recruiting cycles over a period of two academic years, the position will normally be subject to reallocation through the model, unless an exception is granted by the President.
  - The procedures for hiring full-time teaching faculty were approved by the Administrative Council in February 2006, underwent consultative review during 2006-07, and were revised by Administrative Council in May 2007. In August 2008, representatives from the Academic Deans Council met with Executive Vice President Dever, Provost Tardd, and Human Resources Director Blanchard to identify areas that are still problematic in the hiring process. For the recruitment occurring in 2008-09, improvements are expected in uploading and providing access to application packets; clarifying expectations for diversity in the pool of approved candidates; revising the Employment Checklist; and expediting the hiring process, particularly between the time a hiring recommendation has been made by the campus and the actual contractual offer is made by the college to the recommended candidate. There is consensus that it would be desirable for employment verification to be conducted by HR rather than by the division offices, but HR currently lacks the personnel resources to take over this function. If HR is able to secure the necessary resources, it will assume the employment verification function. During any time that HR lacks the resources, the function will remain with division offices.
- The schedule for the first round of faculty recruitment for Class of 2009 is:
  - November 22—Campuses submit requested positions and justification to Dr. Templin.
  - November 25—Dr. Templin reviews and approves requests. Presidential discretion positions will also be allocated.
  - Early December—General advertisement for recruitment.
  - A general meeting of provosts, deans, and committee chairs regarding overall goals and specific procedures for recruitment will be held in late January or early February.
  - Round 1 hiring is expected to be completed by mid-May, 2009.
- A second round of faculty recruitment for the Class of 2009 will begin in February and will consider any vacancies occurring after those accounted for in Round One.
- A report on faculty diversity is expected at the Administrative Council meeting on November 25.
Review of Student Activity Fee:

- Dr. Gueverra distributed a report on student activity programs at various institutions. This report included the mission, funded and non-funded activities, and related issues. One purpose of this review was to identify what other institutions consider appropriate and inappropriate use of these funds. After reviewing this report, it appears that NOVA’s student activities plan is compatible with those of other institutions.
- The position of college-wide Student Activities Coordinator is expected to be filled in the near future.
- Dr. Dever stated that the college appears to be on track with the student activities reorganization. As provided by the reorganization plan, an end-of-year report detailing specific activities and expenditures will be distributed. He acknowledged the oversight provided by Dr. Gueverra for this effort.
- There remain some questions as to the appropriate interface between college-wide and campus-wide student activities. Specific opportunities or issues should be forwarded to Dr. Gueverra.
- Dr. Dever discussed the process for increasing the student activities fee and the possibility of raising the fee by $0.25 per credit hour (from $1.10 to $1.35) for 2009-2010. This fee was increased by $0.27 per credit hour in 2007. He noted that any proposal for an increase must clearly demonstrate benefit to the students and identify how the monies would be used.
- Consultation with students is a critical component in the development of any proposal to increase the student activity fee. An increase in this fee must also be considered in terms of other fee increases such as parking. Campus discussions regarding such an increase should begin soon to allow sufficient time to develop the request. The Administrative Council will revisit the subject in early January.
- Dr. Sachs noted the need to address student life issues for distance education students.

Curriculum Committee Recommendation:

- The Semiconductor Laboratory Processes (SLP) specialization of the Science Associate of Science degree, the Semiconductor Laboratory Processes (SLP) Technician (Operator) career studies certificate, and the Semiconductor Laboratory Processes (SLP) Technician (Advanced) career studies certificate programs were established in Fall 1998 in response to a request from MICRON. Current technologies have gone beyond those offered in these programs.
- The Administrative Council approved the discontinuance of the Semiconductor Laboratory Processes specialization of the Science Associate of Science degree, the Semiconductor Laboratory Processes Technician (Operator) career studies certificate, and the Semiconductor Laboratory Processes Technician (Advanced) career studies certificate programs, effective Fall 2009. This recommendation will be forwarded to the College Board for final approval.

Virginia Outstanding Faculty Award Nominations:

- NOVA has submitted the following nominations for the 2009 Virginia Outstanding Faculty Award: Dr. Ralph Eckerlin, Professor of Biology; and Ms. Maria Rynn, Associate Professor of Information Technology. Both are at the Annandale Campus.
- Dr. Dever noted the importance of encouraging nominations of faculty for this major statewide recognition of excellence. The request for nominations for 2010 will go out in February.
Approval of the Working Calendar:

- Dr. Dever noted that the response of the Deans Working Group regarding the question of possibly scheduling the Student Services Convocation during the non-instructional days in October had been distributed. He further noted the desirability of having all convocation events early in the semester.
- The Administrative Council approved the 2009-2010 General Information Working Calendar as presented.

Revised Policy Proposal on Firearms & Other Dangerous Weapons and Materials:

- NOVA’s current policy addressing firearms and dangerous weapons does not explicitly address explosives and other dangerous materials as required in Recommendation 2.18 of the Report of the Chancellor’s Emergency Preparedness Review Task Force.
- The Administrative Council approved amending NOVA’s current policy as follows to bring it into compliance with Recommendation 2.8:

  **Firearms and Other Dangerous Weapons and Materials**

  Bringing firearms and other dangerous weapons onto campus is prohibited. It is a violation of the rules to carry weapons or to leave them in a car parked on the campus. The only exception applies to law enforcement officers. While civilian-attired law enforcement officers have the authority to carry firearms, they must do so by keeping them concealed so as not to alarm others. Bringing explosives and other dangerous chemicals onto campus is also prohibited.

November Admin Council meetings

- November 18 – no meeting
- November 25 – 9:30 -12:30

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

Tracking & Upcoming Items:

New Classified, Admin & Professional Faculty Position Requests – Nov 25
Center for Excellence in Teaching & Learning (CETL) – Nov 25
Faculty Diversity – Nov 25
Military Outreach Services Report – Nov 25
SACS- Institutional Effectiveness & Student Learning Outcomes – Dec 2