Members Present: Ms. Calobrisi, Dr. Buchanan, Vice President Dimkova, Dr. Foxworth, Dr. Hill, Dr. Leidig, Dr. Loochtan, Dr. Ramsammy, President-elect Ralls, Dr. Sachs, and Acting President Schiavelli.

Guests: Mr. Dana Kauffman, Director of the Office of Government Affairs and Ms. Cathy Simpson, Associate Vice President of Internal Communications and Web Services.

50th Anniversary Update

Ms. Kauffman and Ms. Simpson reported that preparations for NOVA’s 50th Anniversary Celebration are well underway, with celebrations spanning a two-year period to celebrate the launch of NOVA as a technical college and then as a two-year academic institution. The campus and college-wide events are being supported by the college-wide Marketing and Communications units, including Marketing, Media Relations, NOVA Graphics, Web Services & Digital Media and the Call Center.

Some of the anniversary-related projects completed or underway include: logo and taglines, website developed and posted at http://www.nvcc.edu/50, anniversary email signature, NOVA mascot selection by students, 50th anniversary logo sent to bookstores for use on their products, 50th Anniversary Gala web page, and retractable banners and posters distributed to the campuses. A bulk order of pins, pens, polo shorts, baseball hats and bookmarks have been ordered and will be available this month.

The NOVA Educational Foundation, sponsors of the 19th Annual Recognition dinner and 50th Anniversary Gala, will feature keynote speaker Dr. Robert Ballard, the explorer who discovered the Titanic. The gala will be held on September 9 at the McLean Tysons Hilton Hotel, with registration available online. Mr. Kauffman indicated the need for names of potential supporters for student scholarships and asked that the Provosts provide names directly to him.

Given that virtually all the events require significant advance planning, community outreach, and assistance from College Marketing staff, Mr. Kauffman provided guidelines for event planning for Administrative Council approval in addition to a draft list of suggested campus events. He stressed the importance of inviting and then making it easy for community members to participate in all campus events and asked that campuses forward their event dates, advertisements, community outreach and media notices to Cathy Simpson. All campus events will be listed on the college website.
Commencement

Mr. Kauffman reported that there appears to be a very clear desire on the part of college faculty, staff and students for a unified commencement. While options for a single site in the region are somewhat limited, he proposed one viable solution for Administrative Council members to consider—the Jiffy Lube Live (JLL) in Prince William County, a venue that is available the scheduled weekend for graduation (May 14-15). While a large portion of the seating area is uncovered and open to the elements, if the ceremony were moved to Saturday morning, there would be less likelihood of inclement weather.

Mr. Kauffman also asked Council members to think about speakers they would like him to reach out to for next year's commencement.

Website Redesign Update

Ms. Simpson gave an overview of the new website redesign, part of a larger project addressing NOVA's overall online marketing plan to build a fully integrated digital marketing strategy. It is hoped that increased student recruitment and retention will result from a student-centered website that not only engages students but provides information in a more streamlined and accessible manner and with all of the necessary tools for students to take advantage of NOVA's programs.

All academic disciplines and programs as well as certificate programs and specializations are listed now in one location, along with courses and course content summaries in each area and the campuses listed that offer each program of study. Students may apply, register and pay directly from this webpage.

The website will also showcase student clubs and organizations, athletic and other special events, as well locations for students who would like to upload their stories and videos. The website will be mobile friendly and relatable on all electronic devices. There will be live user ability for international students and students with disabilities.

Announcements will be made college-wide with information to assist faculty and staff in navigating the website, along with an area where faculty and staff may send content changes.

The Provosts asked that a link be added to the website for Google Chrome to assist international students in translating website information.

The next phase of the website project will be an intranet service for internal college activities.

Technology Plan Approval

Dr. Sachs distributed the Campus Technology Plan as approved by the College Information Technology Committee for Administrative Council approval. The total college-wide budget for the coming year is $9,855,250. He explained that the cost of refreshing computers, refreshing equipment in new buildings over the past ten years, and costs for centrally supported software where costs are shared across all VCCS colleges (such as PeopleSoft, BlackBoard, Quinn, and BlackBoard Mobile, and more). As a result, most of the budget is essentially dedicated to maintenance of current efforts and meeting required standards. As a result of some one time savings by the VCCS, the amount of technology plan funds allocated to the campuses
technology plans was increased for FY16. Administrative Council approved the proposed technology plan.

Newly funded items include: college NOVA Alert software; conversion to cloud email; reserve for conversion of Image Now to VCCS system; data center co-location with VCCS site, and; possibly class scheduling software.

The Information Technology Committee recommended allocating the funding dedicated to the campus technology plans on the basis of FTES, as has been done in past years. Dr. Sachs distributed the proposed allocations based on FTES with ELI enrollments in the campus FTES. Dr. Ramsammy raised a question about creating a model that would look at a different distribution model that would address the needs by some campuses for increased funding for special initiatives. Dr. Schiavelli suggested that the Provosts work with Dr. Sachs to review the distribution model, and review all areas to understand those technology costs that are funded centrally and those not funded centrally in order to better understand and develop a technology distribution model for the future. He indicated that they could bring back a revised distribution model later this Summer or early Fall if necessary, but asked that the current allocations be approved in order to move forward. The proposed distribution model was approved.

**Enrollment Report**

Dr. Schiavelli distributed the Summer enrollment figures that showed a negative 5.6 percent when compared with the same time period last year. He also distributed the weekly Fall enrollment figures that showed a FTE decrease of negative 7.6 percent. This slightly higher than the VCCS average indicates that there will likely be an eventual overall drop in Fall enrollment.

Dr. Schiavelli distributed data from a meeting of the Council of Presidents that showed the major effort it would take to triple the number of credentials. Tripling the number of graduates means that a huge number of applicants must both apply and register as, for every 100 applicants, only 52 enroll and 3 eventually complete an associate degree by the third year. He explained that retention is therefore more important and must be the main strategy. The question to consider is what credentials can be given to students in addition to the associate degree. This suggests looking at the curriculum and asking what certificates student would qualify for along the way and what testing can be done in order for students to receive two credentials upon graduation, beneficial both to them and the college. Workforce must be integrally involved in order for NOVA to meet the goal and he reminded Council members that the college is now subject to these performance measures.

**VCCS Six Year Capital Plan (2016-18)**

Dr. Schiavelli distributed the six year capital plan that described requests, agency ranking and authorizations to date. Out of the eight projects approved for construction, two are taking place at NOVA: renovation of the Seefeldt Academic building at the Woodbridge campus; and, renovation of Howsmon/Colgan Halls at the Manassas campus.
Three-minute Roundtable—Unit Highlights

Alexandria: Dr. Buchanan provided data that showed a difference in FTEs from 2012 to 2014 primarily as a result of the redistribution of the population. Their strategic goals include a focus on student housing issues, the new academic building and new academic division. The new academic building is 12 months out for completion. A July 1 rollout is anticipated on the new academic division which moves to three academic divisions from the former two. The new structure will allow the campus to better manage their programs and thereby provide better service to students. They have developed a CTE a draft of a CTE certificate for college review for students going into applied science degrees. As part of student success they are looking at necessary campus resources to support retention. They have planned a September 18 retreat and the central theme will be strategies to support student success on the campus and the integration of workforce development.

Annandale: Acting Provost Charlotte Calobrisi explained that the Annandale Campus has seen a drop in enrollment in the past several semesters; however, the campus spirit is strong and the faculty and staff remain dedicated to student success. The provost’s leadership team met last week to plan for the upcoming academic year. The main points of focus included access, retention, and completion. One is the main initiatives for the upcoming academic year is the commitment to lowering or eliminating textbook costs through Open Educational Resources (OER). The Annandale Campus is taking the lead for NOVA on a one-year Zx23 Project grant with the VCCS. The college-wide initiative will include faculty from across the college.

Retention efforts are in place with a pilot program called Complete in 3 for students who have completed 45+ credits and commit to finishing their degrees. Campus retention efforts also include engaging students through Student Life. The number of student clubs and interest groups continues to increase. The Astronomy Club sponsored the visit of the 2012 Nobel Laureate in Physics. The number of students participating in orientation sessions has increased almost 27 percent from this time last year.

The Honors Program is vibrant and growing. The number of students on the Annandale Campus who received Honors credit this past year increased about 13 percent. The campus continues its outreach to high schools with a major increase expected in dual enrollment class offerings in partnership with the City of Falls Church.

NOVA continues to be recognized for its excellent faculty and students. The 2015 SCHEV Outstanding Faculty Award recipient of the Year recipient is Professor Callan Bentley. Also, one of the two Jack Kent Cooke scholarship recipients was an Annandale student.

Loudoun: Dr. Leidig reported that the Loudoun service area stretches from Eastern Loudoun/Herndon/Reston (with the Silver line) to Western Loudoun County in a developing area rapidly shifting from rural to suburban to urban, with diverse areas of agriculture and technology, including the tech corridor. The county and the campus enrollment continue to grow—about 4 percent this year for the campus this year. Loudoun County Public Schools now has more dual enrollment with NOVA than any other school district; about a third of all enrollments and a 170% growth rate this year.

University partnerships are a major focus for the Loudoun campus and include: Signal Hill co-location partnership with GMU since 2014; UVA Interdisciplinary Studies degree completion program; 2 + 2 partnerships in STEM fields; and Marymount University partnership in Reston for BBA and Interior Design.
New and growing programs include: Cybersecurity with a new Cyber lab added at Reston Center; Engineering that will offer introductory courses and may carve out a more specific direction for the program over time; Viticulture—three courses beginning Fall 2015 as additions to Horticulture in partnership with Purcellville and Loudoun County; Music Recording Technology that will open a new state-of-the-art recording studio this fall; Reston Center on the Silver Line as a Combined Workforce/Credit IT hub site for Adult Students and incumbent workers: Project management and industry certifications such as CompTIA A+, networking, and security certifications; Oracle database; CSC Database; and others.

Loudoun is exploring adding workforce credentials in various programs, including Veterinary Assisting added to Licensed Veterinary Technologist, an equine dental certificate, and additional industry certifications.

On Capital Projects, the HEC Phase I is mostly complete; 42,000 square feet will open in fall 2015; Reynolds renovation planning resumed this week.

**Manassas:** Dr. Ramsammy provided campus highlights and also reported that Prince William County demographics are changing drastically as Asian and Latino populations have doubled and that changes in growth are expected to continue until 2040. His service area, Manassas, Prince William, Manassas Park, and Manassas City are the most diverse in all of Northern Virginia and the Prince William Campuses must respond accordingly. The highest dropout rate in high schools is with the Latino population. Manassas focus is on access, retention and graduation and outreach is a major driver, with all initiatives concentrated around demographics. The campus is experiencing space utilization issues with almost all classrooms utilized more than 8 hours every day and Dr. Ramsammy stressed that space management is now a critical issue.

**MEC:** Dr. Loochtan explained that the medical campus is unique and comprises 11 associate degree programs and 7 certificate programs. They are currently working on credit for prior learning with Veterans and EMS, paramedic, LPN, Respiratory Therapy, Health Information Management and Nursing are all being examined. The campus is looking at cooperative programs with other two-year colleges and the initiative will begin with students receiving their general education courses at NOVA. A Dental Laboratory Program and optician program are currently being explored.

The MEC service area covers all of the NOVA service areas as they are the only single focus campus in the region and getting the word out on their programs is a major marketing focus.

The faculty and staff are proceeding through a strategic planning process now to focus on the most important issues. One major challenge is the ability to maintain the current programs by obtaining and offering NOVA students quality clinicals. Some area hospitals are pulling back NOVA clinical placements in lieu of giving priority to bachelor degree programs. Healthcare changes constantly and the medical campus must respond to these changes.
Woodbridge: Dr. Hill indicated that the biggest challenge at their campus is retention and they place heavy focus on financial aid students as they lose more of these students than at any other campus.

They are focusing on the new Regional Center for Workforce Training and intend to be responsive to and engage with the business community. The Center will serve the region of Northern Virginia with a focus on Prince William County because of its one million dollar contribution toward the construction of the Center.

The campus serves many active duty personnel from Fort Belvoir and Quantico.

The Year Up program will start in the Fall as a pilot with the goal to be on all of the campuses eventually. This program provides underprivileged students with an associate degree and a paid internship experience at the completion of the program.

Three programs currently receiving focus are: Cyber Security, HVAC, and contract management and Woodbridge is working to move these programs online as well.

Discussions are in the early stages with the County on a joint venture to have a sport and recreation complex constructed on the campus that will be utilized by students, faculty and staff and the general public.

ELI: Dr. Sachs reported that Instructional & Information Technology is comprised of two areas: the Extended Learning Institute and IT Support Services, with 135 staff members, located at the Pender Administrative Complex. They also operate a data center and full TV studio on the Annandale campus. ELI offers 500 plus courses online with 400 faculty, mostly adjunct, with 20 degree programs, 19 certificate programs and 23,000 students. ELI also offers online courses to 20 other VCCS colleges through the Shared Services Distance Learning Network with over 2,000 enrollments a year. ELI also offers two complete Associate degrees using only Open Educational Resources, and the director of their OER program sits on the Executive Board of the Community College Center for OER.

Current major efforts focus on quality, retention, student engagement, and providing students with a robust experience. As a result of work by ELI and IT Support Services, NOVA was ranked as the number one digital community college with over 10,000 students this year by the Center for Digital Education. We currently support over 10,000 college owned computers, and well over 10,000 personally owned devices on the college network. More than 95% of all classrooms have at least a computer and projector, with over 75% being further enhanced with document cameras, electronic controls and audio systems. Many also have Smart Boards or similar devices. ITSS is responsible for the college infrastructure, networks, central services (like email, PeopleSoft support, servers) and end user support at Annandale, Medical Education, and for college staff at Pender. We operate a 24x7 Help Desk. NOVA also now takes care of the infrastructure at ESCC and PDCCC for the VCCS. NOVA's Chief Technology Officer is one of only two educational representatives on Cisco's National UCS Data Center Advisory Board (the other being Harvard).
Finance: Vice President Dimkova reported that the college budget allotment of 272 million dollars has been received and the good news is that there were no changes to the budget. She stressed that the major funding now comes from tuition, 70 percent of the revenue, with the remaining 30 percent from state coffers. Enrollment is therefore critical and she recommended that the budget be reviewed every three or four months throughout the fiscal year to ensure necessary steps are in place in case of significant changes in the forecasted enrollment figures for the year.

Again in FY16 four percent of the budget must be targeted toward student success initiatives and this translates into 10.6 million dollars for NOVA alone. NOVA will have to provide the Student Success Plan for FY16 for approval by VCCS by August 14, 2015.

New financial management standards were implemented last year and NOVA's college operations should meet those requirements in order for the college to be considered in compliance.

President-elect Comments

Incoming President Dr. Scott Ralls presented his overall philosophies and some thoughts about opportunities for growth at NOVA. He indicated that his philosophy parallels NOVA's Call to Action for college completion and the belief that completion matters and that every student counts. He emphasized that because connection to students is his highest priority he will be present often on the campuses. It is important, he stated, to look at what is in the best interest of students when making decisions. Every student counts and the open door cannot be a revolving door. What we do is much more than education and we are the most important institutions for the American dream to be realized.

Dr. Ralls pointed out that everyone at the college is a potential leader and that position itself doesn’t necessarily “make your leadership." Good leadership includes competency, communication that inspires and is open, being forward looking, and having integrity and ambition for the mission of the institution. The mission is more important than the institution and the team more important than the individual.

The pathway to the American dream is what community colleges are and we need to create clear and coherent pathways to student success, whether workforce or university. Defining and being clear about those pathways also means having many collective conversations with faculty.

Dr. Ralls ended his presentation by saying that every conversation should include student success and workforce development and that great leaders transform their communities.

College Recorder: Ms. Norie Flowers