

Administrative Council
May 22, 2018

Members Present: Vice President Dimkova, Vice President Gabriel, Dr. Haggray, Dr. Hill, Dr. Hilbert, Dr. Leidig, Dr. Lynch, President Ralls, Vice President Partridge, Dr. Reaves, Vice President Sachs, Executive Vice President Schiavelli.

Guests: Alexandria Team: Dr. Ivy Beringer, Dean of Mathematics, Sciences, Technologies and Business, Mr. Keith Brown, Program Head for the GM Partnership, and Ms. Laura Garcia, Automotive Faculty, Dr. Steve Ward, Incoming Associate Dean; Ms. Heidi Adamson, Dr. Maggie Emblom-Callahan, outgoing Senate Chair, Ms. Charlotte Calobrisi, HR Associate Vice President; Ms. Robyn Seabrook, Legal Counsel, Ms. Lisa Stelle, incoming Senate Chair.

Dr. Ralls introduced Incoming Senate Chair Lisa Stelle who has been invited to attend the Administrative Council meetings as a guest.

Alexandria Provost Report

Dr. Haggray introduced Dr. Ivy Beringer, Dean of the Mathematics, Sciences, Technologies and Business Division, Incoming Associate Dean, Dr. Steve Ward, Mr. Keith Brown, Program Head for the GM partnership and Ms. Laura Garcia, Automotive Faculty at Alexandria.

Ms. Garcia explained that the Automotive Program has trained technicians at NOVA for over 40 years. The Program offers global automotive training across a variety of makes and models in collision, diesel and welding, with hands on experience, immediate job offers, and transfer opportunities for students in the A.A.S. program. There is a great demand for trained technicians, and more job opportunities in Northern Virginia than NOVA can supply graduates.

Students are encouraged to begin by taking certification in entry level maintenance so they may assess their interest in the program. They then can move to more intensive study as entry level technicians and ultimately to the A.A.S. degree in Automotive Technology that affords transfer opportunities to four-year institutions. Three four-year institutions currently accept the A.A.S. degree.

In 2012, the A.A.S. program graduated 29 students. In 2018, 59 students graduated from the A.A.S. program and were able to either move to a four-year degree program or be hired immediately in high paying jobs.

Ms. Garcia explained the A.A.S. General Motors Automotive Service Educational Program (GM ASEP) is a partnership between GM and NOVA that incorporates paid internships in in-depth technical training, and students alternate between classes and hand-on experience. A clearly defined pathway is mapped out for every student with all classes carefully scheduled. Upon graduation students receive up to 80% of GM Certified Training and gain full-time employment with their sponsoring shop.

A new partnership is currently being established with Nissan that will include a tuition reimbursement of up to \$6,000 and paid internships.

Next steps for the Automotive Program will be to feature it more widely across the college with career exploration events to help students understand what the program can offer them.

Program Head Keith Brown explained that GM supports their program with vehicle donations as well, and over the past two years alone has donated \$230,000 worth of vehicles. He provided a virtual tour of the Automotive Program that features the following facilities for students:

- Two Tool Rooms
- AE 113-Engines Lab
- AE 124-Suspension & Brakes Lab (with vehicles)
- AE 125-General Purpose Lab (with stalls for each vehicle)
- AE 126/127-Collision Repair Labs
- AE 115 and 119-Auto Classrooms
- AE107-GM ASEP/Power Trains Class and Lab
- Automotive Courtyard (with more than a dozen vehicles)

Mr. Brown highlighted the fact that there is a shortage of qualified automotive technicians as many have retired and there is currently a need for more than 75,000 new technicians to replace them. This is an opportunity for any student interested in both a vital industry certification as either a standalone degree or as a parallel track providing even more job opportunities with the A.A.S degree and transfer to a four-year institution to complete a four-year degree.

Enrollment Report

Ms. Heidi Adamson, presented enrollment management strategies that could be employed now for the upcoming Fall 2018 semester to enhance and meet enrollment targets.

Ms. Adamson explained that 10% of the summer classes were canceled due to low enrollment and she suggested that an important approach to canceled classes during any semester would be to firstly communicate with students and then help them find alternative classes in order not to completely lose them for the semester.

Ms. Adamson highlighted the importance of being mindful about watching Fall enrollment closely, both for those classes with low enrollment numbers as well as classes at capacity and make decisions in the best interests of the students as early as possible. She recommended the following options for a more proactive approach to increased enrollment:

Internal Communication about Enrollment:

- Holding brainstorming sessions
- Distributing flyers marketing Fall 2018 and Mason Advance
- Ongoing monitor usage - updated regularly
- Blackboard announcements
- Emails
- Using marquees effectively and updating regularly
- Calls to students on: enrollment cancellations; those who applied but did not register; students awarded financial aid but not registered; and, students who enrolled in the previous term, but were not registered.
- Hold campus information sessions targeted to non-traditional students and students who enrolled in the past 5 years with 15+ credits or more.

Outreach Recommendations:

Ms. Adamson recommended marketing NOVA with and at campus and community events and holding community workshops in each campus region. She emphasized the importance of going out into the community in person with flyers, posters, and other collateral for local businesses, schools, and places frequented by potential students, not only to become fully aware of each campus area demographics, but to then be able to specifically target these groups. For example, Super Saturdays and community workshops have worked well and benefitted non-traditional students. Ms. Adamson and her staff will provide a list of neighborhoods to target for community workshops.

Ms. Adamson also stressed the importance of capturing the data on students and their programs early on at orientation sessions to ensure there will be available classroom seating in any given course when classes start.

Finally, Ms. Adamson encouraged the group to examine areas that delay registration such as financial aid and the necessity of redoing the entire NOVA application for students who have been out of the system for 3 years or more. She will look into and provide more details about the application issue.

Update on Associate Dean Searches

Associate Vice President for HR Charlotte Calobrisi reported there were 23 new Associate Deans hired. They will be provided training over the next several months.

HR staff are working on a list of FAQs that will answer basic questions on transition issues of the newly hired Associate Deans. Ms. Calobrisi also stressed the importance of supervisor training for all new Associate Deans.

Dr. Ralls thanked Ms. Calobrisi and her staff for their good work during this hiring process.

Senior Registration

Dr. Haggray explained that while no communication has been sent out broadly, the Provosts are working on an implementation plan in connection with the Love of Learning (lifelong learning) program previously approved by Administrative Council. Through the Love of Learning program, the campuses will offer free Love of Learning group classes in areas such as applied music and art. Other group learning experiences will also be provided.

These Love of Learning courses will provide an alternative for lifelong learning in applied areas, since tuition waivers cannot be used for one-on-one instruction in art, music or other individual study courses. Love of Learning courses will be offered beginning in the Spring of 2019.

Fulbright and Other Fellowships Policy and Practice

Ms. Calobrisi led a discussion on the creation of a consistent policy for Fulbright and other fellowships. She received input from Council members and will craft a final policy to be brought back to the Administrative Council for approval.

Reassigned Time/Supplemental Pay Recommendations

The Academic Deans and the Provosts met to craft recommendations for best practices on reassigned time, to include duties and compensation. The best practices draft document will be forwarded to the budget office for input and then to the Administrative Council for final approval.

Timing of Pathways Councils Appointments

Dr. Schiavelli reported that the elections for Pathway Councils will take place in August with meetings beginning in late August or early September.

UPCOMING AGENDA ITEMS:

- Navigate/Campus Student Messaging
- Central Records Office/Multiple Measures/Application
- SMARTHINKING

College Recorder: Norie Flowers