

Administrative Council
March 12, 2019

Members Present: Vice President Dimkova, Dr. Haggray, Dr. Hilbert, Dr. Hill, Dr. Knights, Dr. Leidig, Dr. Diane Mucci for Dr. Lynch, Vice President Partridge, Dr. Reaves, President Ralls, Vice President Sachs, Executive Vice President Schiavelli, and Vice President Villagran-Glover.

Standing Guests: Ms. Charlotte Calobrisi, Associate Vice President for HR, Ms. Corinne Hurst, Executive Office Manager, Robyn Seabrook, Legal Counsel, Ms. Lisa Stelle, Senate Chair.

Presenting Guests: Ms. Toni Angelo, Director of Marketing, Ms. Shelly Jack, Contractor for Marketing office, Ms. Ashlie Prioleau, Executive Director of ADVANCE, for GMU and NOVA.

REPORT: ADVANCE:

Ms. Ashlie Prioleau, is the Executive Director for ADVANCE. She works for both Mason and NOVA. She provided a current update and overview to the Administrative Council on the ADVANCE program. There are currently 21 Pathways from NOVA to Mason with more to come on board soon. The current student enrollment for fall 2018-spring 2019 is 319. That is a slight increase from the original enrollment goal of 300. The current goals are Pathway expansion, career opportunities, communication and training. There have been three scholarships awarded thus far from Micron, Northrup Grumman and Jack Kent Cooke. There are also two grants from Strada and APLU.

INFORMATION: Office of Fair Practices Report

The Office of Fair Practices (OFP), led by Melanie Barr-Brooks, J.D., Associate Vice President, Fair Practices, includes Dr. Marlene McCabe, the Deputy Title IX Coordinator, and Donna Patchett, J.D., the Policy and Compliance Officer. Ms. Barr-Brooks also serves as the Title IX and ADA Coordinator as well as the Equal Opportunity Officer at NOVA.

Ms. Barr-Brooks stated that the mission of the office is to promote NOVA's commitment to the values of equity, access, opportunity, student success and excellence, trusting that such values lead to a rich diversity of thought and culture and an inclusive environment, which celebrates, and not merely tolerates, the commonalities and differences within its community.

In addition, Ms. Barr-Brooks stated that the Office of Fair Practices is responsible for the maintenance and advancement of equal opportunity in educational and employment programs, activities, and services without regard to race, sex, color, national origin, marital status, religion, veteran status, sexual orientation, genetic information, gender identity, age, political affiliation, disability, and any other basis protected by law or non-merit factors.

Under the guidance of Ms. Barr-Brooks, the Office of Fair Practices is charged with the following:

- **Equal Opportunity**
- **ADA: Employee Reasonable Accommodation**
- **Sexual Misconduct/Title IX**
- **Equal Opportunity Internal & External Complaints**
- **Policy Development and Revision**
- **Equal Opportunity Training & Outreach**
- **Equal Opportunity Consultation Services & Compliance Oversight**

Equal Opportunity

Ms. Barr-Brooks stated that Equal Opportunity is the laws, regulations and policies that prohibit discrimination based on one's membership in a protected class. She mentioned that since we as individuals all belong to "protected classes", retaliation and harassment are discriminatory behaviors and are strictly prohibited. She went on to say, remaining compliant with these regulations is tied to our obligations under the law and the NOVA's policies and values.

She warned that there are economic and moral costs to disregard of the law: costly complaints, loss of productivity-human capital, low morale, and loss of students and employees. In light of the economic and moral costs she mentions, she stated that she and her staff remain committed to investigate and respond to complaints of discrimination from NOVA's faculty, staff, applicants, contractors and visitors. Student discrimination complaints are processed via the Student Grievance Policy.

ADA: Employee Reasonable Accommodations

Ms. Barr-Brooks expressed that NOVA must provide reasonable accommodation or modification/assistance to employees and students so that they may perform the essential functions of their position, barring undue hardship. A reasonable accommodation does not excuse an employee from the essential functions of his/her job. She reminded that it is the employee's responsibility to request a reasonable accommodation from their supervisor or from the Office of Fair Practices. The supervisor should contact the Office of Fair Practices once a request is made. Medical documentation is often required and the Office of Fair Practices would request and evaluate employee medical documentation once provided.

The Office of Fair Practices will engage with both the employee and supervisor to determine if and what type of accommodation is appropriate, as reasonable accommodation does not have to be what the employee requested, but what is reasonable and effective. Ms. Barr-Brooks reminded that accommodation requests are unique to the employee and may be dependent on the employee's particular disability.

Sexual Misconduct/Title IX

Ms. Barr-Brooks explained that since NOVA is a recipient of federal funds, the college is required to comply with Title IX of the Higher Education Amendments of 1972, 20 U.S.C. § 1681 et seq. ("Title IX"). Under Title IX and NOVA policy, discrimination on the basis of sex in educational programs or activities, admission, and employment are prohibited. Students as well as employees are protected. NOVA's Sexual Misconduct Policy explains prohibited conduct, resources, rights and options available. Supervisors must report suspected or reported incidents of sexual misconduct to the Office of Fair Practices Title IX Office. Informal and formal administrative complaint processes are available per the investigative process.

Equal Opportunity Internal & External Complaints

Employees, contractors, applicants, and visitors may file an Employee Equal Opportunity (EEO) written complaint with the Office of Fair Practices. EEO complaints and/or reported activity are reviewed, and when appropriate, investigated by the Office of Fair Practices.

Ms. Barr-Brooks explained that as part of the investigative process, at a minimum, her office will interview the Complainant (complaining party) and the Respondent (accused). Her office may also request documents from the Complainant, supervisors, or witnesses as part of their investigation. Once their investigation has concluded, the Office of Fair Practices makes a determination of whether there has been a violation of EEO law and policy. At that time, her office would notify the appropriate officials and parties of the determination.

Ms. Barr-Brooks added that her office does not make recommendations for disciplinary actions as part of its determination. The information is forwarded to the employee's immediate supervisor and to the Office of Human Resources if personnel policies are implicated. The Office of Fair Practices will determine if EEO-related actions are necessary to ensure a non-discriminatory work environment.

Policy Development and Revision

Per the Policy for Policy Development and Review, the Policy and Compliance Offices coordinate the policy development and review office. Any revised or new policies should be forwarded to the Policy and Compliance Specialist Officer, Donna Patchett, who has transitioned from the Office of System Counsel to the Office of Fair Practices. The Office of Fair Practices will ensure the policy of concern is afforded appropriate review by the College in accordance with the Policy for Policy Development and Review.

Equal Opportunity Training & Outreach

Ms. Barr-Brooks stated that her office is working with Human Resources to ensure that the college continues to offer ongoing Title IX. The training will ensure the faculty, staff, and students are consistently informed of their individual compliance obligations and administrative resources.

The Office of Fair Practices conducts periodic equal opportunity training and presentations across the College. The Office of Fair Practices provides training that is customized depending upon the reason for the request. Topics include Respect and Civility in the Workplace, Cultural Awareness and Inclusion, as well as other compliance topics related to equal opportunity and the administrative options available to students and employees.

Equal Opportunity Consultation Services & Compliance Oversight Administrators of other grievance policies and procedures that include discrimination, harassment or retaliation as bases for a complaint are encouraged to consult with the Office of Fair Practices as soon as possible in the complaint process.

The Office of Fair Practices proactively addresses potential discriminatory conduct and/or conditions at the College as applicable and necessary.

REPORT: ENROLLMENT AND MARKETING UPDATES

Ms. Toni Angelo, Director of Marketing and Ms. Shelly Jack, NOVA Contractor provided an update of Enrollment and Marketing. They explained that there are college and marketing goals that they strive to achieve.

The College has three goals:

Hold enrollment for full-time equivalent (FTE) students for the 2019-2020 academic year to the 2018-2019 level.

Continue to grow overall student headcount by 1.2% for the 2019-20 academic year.

Improve student retention percentage by 3%.

Marketing has four main goals:

Prospect - Increase awareness of NOVA within the communities it serves by 5%.

Inquire – Increase lead generation as measured by CRM lead acquisition metrics

Nurture- Increase marketing role via automation/email marketing metrics

Retain- Increase retention marketing campaigns.

Ms. Angelo explained that Recruitment and Retention is also a critical components for the Enrollment and Marketing unit.

Recruitment:

- External Digital Marketing Campaign
- Nvcc.edu Landing Page for Information and Lead Capture
- Internal Marketing Collateral to Current NOVA Students
- External Traditional Marketing

Retention has the following components.

- Keep Striving Campaign
- Social Media
- Campus Materials
- Digital Slides
- Email
- Enrollment management support

Ms. Angelo outlined some of the projects that Creative Services and Web Services are working on are:

Creative Services current projects:

- Commencement
- Foundation Materials
- Recruitment Videos
- ADVANCE
- Perkins Grant Digital Marketing Campaign
- Academic Program Covers
- NOVA Sports
- NOVA Fine Art

Web Services current projects:

- NOVA Foundation Website
- NVCC.edu Content Strategy & Curation
- Admissions Site Management
- NOVAarts Landing Page
- New College Catalog Roll-Out
- NOVA Blogs

Dr. Ralls thanked Ms. Angelo and their team for all the great work they have been doing with NOVA marketing.

DISCUSSION: 360 Evaluations:

Ms. Charlotte Calobrisi, AVP for Human Resources, provided the guidelines and philosophy on the 360 feedback survey process being implemented this semester for full-time administrative and professional faculty. She explained that the feedback survey is only one element in the total evaluation process and should not be used as the only indicator of performance. This formative performance feedback is to be used to help the supervisor and faculty member identify areas of strength and to develop strategies for improvement.

The emphasis of the 360 performance feedback should be on continuous improvement as well as thoughtful discussion between the faculty member and supervisor. In accordance with VCCS policy, the survey is required of administrative and professional faculty every three years. The number of reviewers depends on the scope of the faculty member's position, but for most positions, there should be between eight to ten reviewers. Reviewers participate anonymously and individual surveys should be handled as confidential information. Once completed, the supervisor will summarize the results and share the summary with the faculty member.

UPDATE: CANVAS CONVERSION:

Dr. Steve Sachs, Vice President of Instructional & Informational Technology provided an update on NOVA's transition from Blackboard to CANVAS. He stated that after the spring 2019 term, Blackboard and all of its content will no longer be available. All content must be harvested or it will be lost.

Dr. Sachs continued to stress the importance of NOVA faculty completing CANVAS training and becoming aware of the changes being implemented. He mentioned that as of March 12th there were only 69 days until students start using CANVAS in their courses and that this is a critical time for Deans and campus involvement in making sure faculty is involved in the conversion process before Blackboard is totally gone.

He expressed his concern that only 35% of faculty and adjuncts from the 2019 Summer Schedule of Classes have attended or are scheduled for any CANVAS training. Dr. Sachs mentioned however, that some who have not taken or scheduled a training or webinar session may have chosen to view the videos or use another method to master CANVAS, but he stated it is probably a good idea to follow up. His recommendation is that they go through the courses in the first three levels of training. They can take advantage of the new self-paced course on the CANVAS Training website, use the recordings, or attend live training and webinars. His office will be sending out some new cookbook-style guides in the coming weeks for those who want or require extra help. Faculty can access the CANVAS Training website (<http://online.nvcc.edu/canvastraining>) to begin the process.

In conclusion, he shared the role the NOVA Provosts should take during the transition:

- Encourage Faculty
- Create Awareness (especially with deadlines)

- Coordinate with Deans and Associate Deans
- Follow-up with the Campus Training Coordinator
- Follow-up with the LTR Deans
- Keep an Eye on Adjuncts

UPCOMING AGENDA ITEMS:

Policy on Programs Involving Minors (3/26)
APERs and SLO's Discussion cont'd (3/26)
2020-2021 Calendar (3/26)
Library Service Report

Note Taker:
Akiva Kirkland
Legal Counsel Office/President's Office