

A Special Meeting of the Albemarle County School Board was held on May 10, 2010 at 4:00 p.m. in the V. Earl Dickinson Building, Piedmont Community College, 501 College Drive, Charlottesville, VA 22902.

PRESENT: Mrs. Diantha McKeel; Mr. Ronnie Price; Mr. Steve Koleszar; Mrs. Barbara Massie Mouly; and Mrs. Pamela Moynihan.

ABSENT: Mr. Eric Strucko and Mr. Brian Wheeler.

STAFF PRESENT: Dr. Pamela Moran, Superintendent; Mr. Billy Haun, Assistant Superintendent for Student Learning; and Mrs. Jennifer Johnston, Clerk.

Call to Order

At 4:18 p.m., Mr. Price called the meeting of the Albemarle County School Board to order. Ms. Mallek called the meeting of the Albemarle County Board of Supervisors to order.

Introductions were made by all attendees.

Joint Meeting between PVCC Board, Albemarle County Board of Supervisors and the Albemarle County School Board

Dr. Friedman noted the purpose of the joint meeting is to help PVCC be a better community college to serve students, employers and the community, and specifically Albemarle County. What can the College do better, different, or stop doing to better serve the needs of the aforementioned. He urged attendees to be candid. Dr. Friedman gave a brief update on enrollment, construction and renovation, programs, partnerships and funding.

In response to questions regarding financial aid, Dr. Friedman said that about one-third of the students receive aid, primarily through federal PELL grants, though Virginia does have a small state funded program. Through the Educational Foundation, 100 named scholarships worth about \$200,000 are provided. A percentage of the academic year's tuition increase for next year will be earmarked for institutional financial aid for which the college will determine eligibility.

Dr. Friedman responded to a question on how the College meets the challenge of staffing and budget constraints at new sites and new buildings. He indicated there is a plan for where we want to be which means hard decisions are made along the way. It can include an analysis of programs and job demands, closing programs and shifting resources as needed.

It was noted that there are about 1,000 students graduating from Albemarle County schools-- how can we deal with keeping them in the community? Dr. Friedman said approximately 20% of the June graduates enroll at PVCC in the fall. Over a 3-5 year period after graduation, the percentage increases to 35-40%. Some students take time off after high school or start elsewhere and come back to attend PVCC.

Utilizing social media provides opportunities to get the PVCC message out. A FaceBook presence is used for marketing, particularly for current students. We are not delving into Twitter; there is some blogging taking place but not a great deal.

Is there an expectation of current trends in state funding to change? Unfortunately, it appears that the current trend of less state funding is the new normal. The SBCC will look at a five-year tuition plan with that assumption. Of course that leads to worry that demographics will shift as tuition increases.

Are virtual associates degree offered? There are about 1,000 students per semester taking at least one online course. There is not an entire degree offered online. A county official commented it is good that the college is increasing on-site capabilities for internet access to courses which opens up possibilities to students with transportation difficulties. Principal Thomas inquired how they could pilot a program for students to take online

classes at their site, and welcomes opportunities for students to learn how to take an online class for better success. CATEC will have students dual-enrolled in the building trades program next year.

Need to work on the college readiness/workforce achievement gap. Dr. Friedman questioned how the College can work with the school system to increase the college-going rate of graduates, preparation, and the success rate for college. Those are national, state, regional and local imperatives. The CAP (community action program) through government class is a great bridge to get involved with the community college; need to identify topics of interest to college and high school students; parallel overlapping programs.

A closer relationship with schools to encourage students to see the benefit of associate degrees or career training is encouraged. They need to think about college as a stepping stone to a career and not just “going to college.” PVCC holds the 7th Grade Career Fair for businesses and students and utilizes student speakers and sponsors the Commonwealth Scholars program. Of the recent graduates, 59 majored in transfer programs and 19 majored in career/technical programs—a huge discrepancy in those numbers. Need to connect programs/students to 21st century jobs such as solar, NGIC, technology, health care fields, human capital management, researching and developing those opportunities. Dr. Friedman asked about the DIA and growth in defense intelligence – are there opportunities emerging? and how can PVCC plug into that? The UVA research park has leased more space to defense contractors due to the proximity to the new Rivanna Station and those companies will need skilled workers for NGIC. The new career coach program at Murray could help the connection between the schools and a report of the success would be of interest; Murray also has on-site assessment testing for admission to PVCC. Dr. Friedman expressed an interest in expanding the placement testing with all Albemarle schools. Monticello did it with all 10th graders and all dual enrollment students are required to take it. 50-60% of the students take at least one college credit, including AP. The early college program with Monticello is under discussion, but is on hold now due to budget constraints.

What does PVCC do when the area is getting a group like DIA and how can the supervisors facilitate? We have been working with DIA and various contractors for 2 1/2 years and have done contract training with several firms. Still waiting to get detailed information from DIA on their plans for local hiring and the skill sets needed. Dr. Friedman is involved with the Chamber’s DIA Roundtable, and is also getting information on a curriculum that leads to a related associate degree. The supervisors can keep the College informed about new subcontractors coming to the area. Dr. Friedman is on the TJPED board which offers insight on what PVCC can do. Early contact with employers is important and the College can move quickly to offer what they need.

Is there opportunity for PVCC to share messages through the school newsletters? Is there an online career assessment tool to take advantage of the Virginia Wizard? Can they link their FaceBook page with PVCC’s? Dr. Moran will make the appropriate contacts. It can also be linked to the county’s A-mail information distribution.

Dr. Friedman thanked all for their participation and input. He stressed again that we want to be a better community college to serve the citizens of our area, and to partner with the county and the schools to help them be successful with their goals.

Special Presentation

Dr. Friedman presented a PVCC chair to Mr. Levering, recognizing and thanking him for his service as College Board chair for two years and a Board member representing Albemarle County since 2000.

Adjournment.

At 5:48 p.m., Mr. Price hearing no objections adjourned the meeting of the Albemarle County School Board.

Chairman

Clerk