THOMAS NELSON COMMUNITY COLLEGE
BOARD MEETING
September 24, 2014

College Board Room
Hampton Campus
Moore Hall
6:00 P.M.

MINUTES NO. 404

PRESENT:
Ms. Christine J. Gergely
Mr. Bruce Goodson
Father Ralph Haines, III
Mr. Robert Harper
Mr. Albert Louer
Mr. John W. McMillan, Jr.

Mr. Augustus Owens
Ms. Deborah Reese
Ms. Carol Scheid
Ms. Elizabeth S. Tai
Ms. Stephanie White

ABSENT:
Mr. Everett Jordan, Jr.
Mr. Leonard Sledge
Ms. Belinda Willis

STAFF AND GUESTS:

Mr. William Berry (Mid-Level Managers)
Ms. Cynthia Callaway (Institutional Advancement)
Dr. John T. Dever (President)
Ms. Alyssa Edwards (President, Student Government Association)
Ms. Sabrina Elliott (Office of the President)
Ms. LaVonne P. Ellis (State Board Liaison)
Mr. Steven Felker (Institutional Research)
Mr. Corey Herbin (Audio Visual)
Mr. Richard Hodges (Historic Triangle Campus)
Ms. Latasha Holmes (College Support Staff Association- CSSA)
Ms. Nira Holton (Office of the President)
Ms. Margaret Kubilins (VHB-Vanasse Hangen Brustlin, Inc.)
Mr. Mark Kramer (Plant Services)
Dr. Daniel Lufkin (Student Affairs)
Chief Kelvin Maxwell (Campus Police)
Mr. Charles Nurnberger (Finance and Administration)
Mr. Edward Pawloski (Moseley Architects)
Dr. Lonnie Schaffer (Academic Affairs)
Mr. Daniel Whitmire (Moseley Architects)
Ms. Kelly Williams (Institutional Research and Effectiveness)
Dr. Deborah Wright (Workforce Development)
CALL TO ORDER AND WELCOME
Ms. Carol Scheid, Chair, called the meeting to order at 6:00 p.m.

ROLL CALL
By roll-call vote in open session, the following members were in attendance. A quorum was determined to be present.

Ms. Christine Gergely (arrived after roll-call)
Mr. Bruce Goodson
Father Ralph Haines, III
Mr. Robert Harper
Mr. Albert Louer
Mr. John W. McMillan, Jr.
Mr. Augustus Owens
Ms. Deborah Reese
Ms. Carol Scheid
Ms. Elizabeth S. Tai
Ms. Stephanie White

APPROVAL OF MINUTES
It was moved (D. Reese) and seconded (E. Tai) that the Thomas Nelson Community College Board approve the April 23, 2014, Board minutes [No. 403].

The motion was approved.

PUBLIC COMMENTS
There were no public comments.

CHAIR ANNOUNCEMENTS
Chair Scheid welcomed everyone to the meeting.

2014-2015 College Board election of Chair and Vice Chair
Chair Scheid, relinquished control of the meeting to President Dever, Board Secretary, who opened the floor for nominations for College Board Chair and Vice Chair.

On behalf of the Thomas Nelson Board Nominating Committee, Ms. Deborah Reese reported the slate of recommended candidates for consideration. The committee nominated Ms. Carol Scheid for College Board Chair. There were no other nominations. Ms. Scheid was elected College Board Chair by acclamation.

The committee nominated Mr. Everett Jordan, Jr., for College Board Vice Chair. There were no other nominations. Mr. Jordan was elected College Board Vice Chair by acclamation.

Dr. Dever returned control of the meeting to Ms. Scheid.
Committee Appointments
Chair Scheid announced that she will make Board committee appointments subsequent to the meeting and communicate the appointments by email. She asked Board members who are interested in serving on a particular committee to review the committee list and contact her to express their interest.

College Board Policy Manual (Ad-Hoc Committee Report)
Mr. John W. McMillan, Jr., Chair of the Ad Hoc Committee to Review the College Board Policy Manual, presented the following proposed changes to the College Board Policy Manual:

Substantive changes
- Paragraph 3.12 D deals with what constitutes a quorum and states that a simple majority of 6 is the appropriate number. Since the Board consists of 14 members, this should be changed. Dr. Dever referred the question concerning the Board quorum to the Virginia Community College System Counsel and Assistant Attorney General. On June 2, 2014, Ms. Greer Saunders, VCCS System Counsel, replied via email “that the change was appropriate and necessary.” After discussing the issue, the Committee agreed to change the wording to “A simple majority of eight (8) members....”

Other Non-substantive changes
- The Policy Manual referred to the Board in executive session, yet there was no explanation of the term “executive session.” In all cases it appeared to mean in a session exempt from the Freedom of Information Act (FOIA). Since this was the rationale, the Committee agreed to change “executive session” to “closed meeting(s)” to be in conformance with the FOIA.
- Paragraph 4.3 states “the evaluation of the President shall be conducted by the Executive Committee of the Board.” In order to reflect Board practice, the Committee agreed to change the wording to “...shall be conducted by a Board committee of three (3) members designated by the Chairman....” Additionally, the wording of sub-paragraphs January, February and March-April were changed from “Executive Committee” to “Presidential Evaluation Committee.”

Editorial changes
- Changes to reflect our new branding
- Changes to refer to items that change often; Roster, Organization chart, etc.
- Changes to reflect more accurately how we do business.
- Changes to correct grammatical issues

Chair McMillan noted that the revisions were made based on both existing VCCS and Thomas Nelson policies. He stated that some of the wording adopted from the VCCS policy could not be changed when used in the Thomas Nelson policy. He stated that the final document will be presented at the next Board meeting in December.

In accordance with the Thomas Nelson Policy Manual, paragraph 9.1, changes to the document can only be approved if they have been presented and discussed at a previous meeting. Chair Scheid asked the Board members to review the proposed changes and consider them for adoption at the December 3rd meeting.
Chair Scheid expressed her thanks to the committee members for their willingness to serve. The document is needed for (SACSCOC) Southern Association of Colleges and Schools Commission on Colleges compliance.

**2015 Board Meeting Dates**
Chair Scheid asked Board members to review the 2015 College Board meeting dates and to arrange their calendars accordingly.

**COMMITTEE REPORTS**

*Finance and Municipal Liaison Committee (FAML)*
Ms. Deborah Reese, Finance and Municipal Liaison Committee Chair, submitted the following Committee report:

**Review of Meeting Minutes from April 23, 2014**
The committee recommended that the Thomas Nelson Community College Board approve the Finance and Municipal Liaison Committee meeting minutes from April 23, 2014, as presented.

The motion was approved.

**Historic Triangle Master Plan Presentation and Follow-Up (Mr. Edward Pawlowski, AIA, Senior Associate—Moseley Architects)**
Mr. Nurnberger, Vice President for Finance and Administration reported that Board Chair Carol Scheid and Board member Bruce Goodson held a meeting on July 26 with representatives from James City County and Williamsburg to present the Historic Triangle Master Plan. He reported that the government representatives were pleased to receive information and to be involved in the process.

Mr. Pawlowski gave a presentation on the Historic Triangle Master Plan and followed up on questions and issues that were raised at the Board meeting on April 23, 2014.

Ms. Margaret Kubilins, Senior Project Manager at VHB, Inc., reported that adjustments have been made on the master build out plan with regard to the development of the site such as including space or room for expansion. She reported that a traffic analysis was conducted for the area that focused on the intersections connecting to Loop Road and those immediately adjacent to the site (Warhill Trail). The analysis used traffic counts to evaluate existing travel congestion as well as congestion based on the likely growth under the existing master plan. Ms. Kubilins reported that several points of access have been established to allow Thomas Nelson students, faculty, and staff to comfortably enter and exit the campus.
The following questions were raised concerning the Master Plan Report:

- There are several housing developments within proximity of the campus and seniors who do not like to travel on I-199 may prefer to take Warhill Trail opposed to I-199. Have any thoughts been given as to how it will be handled when the flow of traffic will become so constrained that not all drivers wishing to travel on the new road will be able to do so? *Ms. Kubilins replied that seniors have low trip generation and tend to drive outside of peak periods which should not create an issue with congestion.*

- Chair Scheid cautioned Mr. Pawlowski to again look at the proposal to gain an understanding of how existing traffic and transportation conditions will change. She stated that, over time, active seniors will choose to use the new road for convenience and expressed how important the new causeway will be for many people within the area. *Ms. Kubilins stated that modifications to the traffic system will be made.*

- Chair Scheid expressed her concern of the traffic congestion during the student release time and peak periods. *Ms. Kubilins stated that travelers typically will adjust their trips accordingly, and she suggested that the College should consider changing or adjusting the school start/release times and hours.* Chair Scheid expressed her displeasure in readjusting the school time periods and stated that doing so may not accommodate Thomas Nelson's student population, seeing as many of the students have rigid work schedules.

- Is Loop Road the only access point designated to dissipate traffic? *No. There is access through Warhill Sports Park gate, when opened during and after school sports events.*

- Has any consideration been given as to how the traffic will flow during peak hours in and out of the park during and after outdoor activities? *Ms. Kubilins replied that people will balance out their trips to accommodate their access to after hour events.*

- If traveling down Centerville to Opportunity Way will the left turn go down to one lane? *No, the two are located in opposite (mirror) directions.*

- How many roads will there be to access Loop Road or will this be the main road? Are there other access points and how do they get to Loop Road? *Board member Goodson responded that there are currently three access points to the location.*

The committee recommended that the Thomas Nelson Community College Board approves the Historic Triangle Campus Ten-Year Master Plan, as presented by Mr. Edward Pawlowski of Moseley Architects.

The motion was approved.
Draft FY2014 Year-End Local Funds Financial Statement
Chair Reese stated that the Draft FY2014 Year-end Local Funds Financial Statement was being distributed for informational purposes. She conveyed that the final detailed report will be presented at the December meeting for Board approval.

Curriculum, Instruction, and Student Services Committee (CISS)
Mr. Albert Louer, Curriculum, Instruction, and Student Services Committee Chair, reported that the group did not meet quorum and were unable to conduct an official meeting, but had a good discussion. He submitted the following committee report.

Review of Meeting Minutes from April 23, 2014
The committee recommended that the Thomas Nelson Community College Board approve the Curriculum, Instruction, and Student Services Committee meeting minutes from April 23, 2014, as presented.

The motion was approved.

Thomas Nelson and University of Virginia
Dr. Lonnie Schaffer, Vice President for Academic Affairs, reported that Thomas Nelson Community College and the University of Virginia formally signed an agreement on September 22 that will bring the U.Va. Bachelor of Interdisciplinary Studies program to Thomas Nelson at the Historic Triangle Campus. The agreement will allow adult students the opportunity to achieve an U.Va. degree on a part-time basis. The first cohort will begin in 2015 with 15 to 25 students.

PRESIDENT’S REPORT
In association with various Cabinet members, President Dever provided reports and updates on several items.

Enrollment Report
Dr. Daniel Lufkin, Vice President for Student Affairs, reported the enrollment numbers.

- Summer 2013 Headcount was 5,063 and FTES 1,769
- Summer 2014 Headcount was 4,609 and FTES 1,573

Fall 2013 v Fall 2014: Copies of the 2009-2010 to 2014-2015 Annual/Semester Headcount and FTES totals for the Fall 2013 v Fall 2014 were distributed.
- Fall 2013 Headcount was 9,850 and FTES 5,918
- Fall 2014 Headcount is 9,552 and FTES 5,701

Dr. Lufkin reported that the enrollment numbers were down and that efforts are underway to address the issue. He mentioned that the second eight-week courses and the dual enrollment numbers were not yet factored into the totals for Fall 2014.
Dr. Lufkin reported that outreach efforts are being initiated. The College is contacting former students via several media and communication outlets (emails, letters and social media). To reach desired outcomes in enrollment, strategic measures are being taken to reach these students. The College Enrollment Team (CET) has been charged to enhance enrollments, which include “relationship building” by immediate interaction with students upon arrival to the College by Nelson Navigators, Peer Advisors, and Peer Mentors. He noted the importance of pairing students with other students who know what it is like to be a student and who understand the culture of the College.

Dr. Lufkin reported that New Student Orientation sessions were held and have been very successful with over 500 participants attending 8 Fall Orientations (4 at HT and 4 at Hampton). Stress was put on setting high expectations for being a Thomas Nelson student.

Chair Scheid commended the team on their efforts and stated that the strategy to mentor students was a great way to connect with them in an informal setting.

President Dever stated that community colleges across the VCCS and the nation are currently experiencing declines in enrollment. Such declines are typically associated with a recovering economy. Thomas Nelson continues to work diligently to serve all those who can benefit from college enrollment.

**Budget Reduction Plan**

Dr. Dever asked Charles Nurnberger, Vice President for Finance and Administration, to address the state requirement for a budget reduction. Mr. Nurnberger advised the Board that in late August we were notified of a 5% cut for FY15 and 7% reduction in FY16. These reduction targets were for all colleges in the VCCS. Work sheets were prepared and submitted as per instructions for the September 12th VCCS deadline. On September 15 a revised budget reduction was announced by the Governor and approved by the General Assembly on September 18. The reduction for the VCCS and Thomas Nelson has now been lowered to 2.2% in FY15 and 2.2% in FY16. The next significant date to follow is the meeting/briefing in mid-December by the Governor concerning revenue forecast.

President Dever indicated that he will keep the Board apprised of the budget plan updates. Ms. White inquired about efforts the College is taking to reduce costs in mailings. Board members have the option to opt-out of U.S. Postal mailings and can receive all documents electronically if they so desire. Mr. Nurnberger reported that College units are also cutting back on mailings of publications and newsletters to reduce postal costs.

**Reaffirmation of Accreditation by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)**

Ms. Kelly Williams, Coordinator for Reaffirmation of Accreditation by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), gave a brief overview of progress with the accreditation process. Ms. Williams reported that Thomas Nelson hosted an advisory visit for Dr. Claudette Williams, Vice President for SACSCOC on September 4. Ms. Williams thanked the Board for their participation and commitment to the College during the reaffirmation process.
Ms. Williams reported that the topic of academic advising has been chosen for the Quality Enhancement Plan (QEP) that is a major requirement for reaffirmation. A core team has been selected to guide the development of the QEP under the sponsorship of Vice Presidents Schaffer and Luften. Chair Scheid inquired as to what was the ratio of faculty to staff serving on the committee. Mr. Steven Felker, Director of Director of Institutional Research and Effectiveness, responded that there is a strong teaching faculty representation on the committee and that such representation is vital for the success of the Quality Enhancement Plan.

Dr. Dever stated that the College is on track and progressing well in the reaffirmation process.

*Review of Mission and Vision Statements*
Dr. Dever reported that, in compliance with requirements for SACSCOC, Ms. Cyndie Callaway, Vice President for Institutional Advancement, has agreed to lead the effort in the review process for the College Mission Statement as well as the College Vision Statement.

Dr. Dever has appointed a committee, with representation from various College units and constituency groups, to conduct the review. Any College Board members who would like to participate in the review process are welcomed to do so. A formal report and recommendation from the committee will be made to the College Board at its December meeting.

*Strategic Plans for VCCS and Thomas Nelson*
Dr. Dever stated that both the VCCS and Thomas Nelson are currently in the process of developing new strategic plans since their current plans (Achieve 2015 and TNCC 2015, respectively) are nearing completion. For Thomas Nelson, Dr. Dever convened a Strategic Planning Retreat of some thirty members of the college community in March, which identified six emerging themes for consideration in the new plan. A follow-up retreat will be convened later in the fall, to which College Board members will be invited. The new plan will be brought to the College Board for approval at its meeting in April 2015.

*2014-2015 College-wide Outcomes and Goals*
The Thomas Nelson 2014-2015 College-wide Outcomes were included in the College Board packet. These have been reviewed and endorsed by the Chancellor. Items identified by the College Board in the last presidential evaluation (campus climate, succession planning, and clarifying and coordinating the roles of the College Board and the Educational Foundation) are addressed in the document.

*Update on Branding and Marketing*
Ms. Callaway provided an overview of the branding process. She noted key dates in which the new logo was presented to the College and to the community. She commended Mr. William Berry, Web & Social Media Communications Manager, for his tireless efforts to give the new website a new look and feel. She reported that she was proud of her team and their commitment to excellence.

Ms. Callaway informed the College Board members of new lapel pins, which will be distributed to them. She also noted the magnitude of signage changes, advertising, and media efforts associated with the new logo which have been a focus for the Institutional Advancement team over the course of the year.
Update on Development Year-End FY14

Ms. Callaway commented on the relationships that have developed and that have been a focus of many Development initiatives for the College. She gave an overview of the Internal Giving Campaign for 2014 and commended the College Board for their donations, which resulted in the largest contributions by the College Board in history.

Ms. Callaway informed the Board of the upcoming Internal Campaign Kick-off on Friday, October 17, and reminded the Board to review the Calendar of College Events, which was provided in their Board packets.

She reported that the Thomas Nelson Community College Educational Foundation Board met and was pleased and enthusiastic with the FY2015 plan. President Dever informed the Board that a formal report will be given during the December Board meeting on development plans.

Ms. White inquired if the College had considered advertising on social media outlets, such as Facebook, etc. Ms. Callaway acknowledged that the College is advertising online with a number of media outlets including the Daily Press, WY Daily, HRVarsity and other online publications and has realized a large number of followers.

Ms. Callaway conveyed that the Office of Public Relations was frequently working on features and stories to gain media exposure. Chair Scheid proposed that the College focus on prominent people who started their education and careers at Thomas Nelson.

University of Virginia-Thomas Nelson Partnership to Offer the Bachelor of Interdisciplinary Studies Degree Program

Dr. Dever thanked everyone involved with the successful Thomas Nelson/U.Va BIS event on September 22. He noted that the partnership had been in the planning stages for several years. Dr. Dever informed the Board that he had consulted with the College of William & Mary before embarking on this partnership. He thanked Ms. Scheid for her opening remarks at the partnership event and Mr. Goodson for his efforts in working with James City County officials on this event as well.

Board member Gergely remarked that the article in the media regarding the agreement with U.Va. was good. She asked President Dever to consider writing an op-ed to explain what is the actual agreement, how the degree plan works, and what is required to participate in the program.

Board member Goodson remarked that he recently viewed a compelling social media video clip, “Success in the New Economy,” from Brian Y. Marsh. The video presents a case for students to explore their future career goals and how to make informed decisions when declaring their educational goals. Mr. Goodson will forward a copy of the video to Board members for their review.

Chair Scheid noted that acceptance of the new BIS program will depend on marketing and promotion. President Dever stated that the College is committed to collaborating with U.Va. to promote the program.
Recruitment for Provost, Historic Triangle Campus
President Dever reported the initial search for the new Provost of the Historic Triangle Campus had been unsuccessful. President Dever stated that Mr. Richard Hodges has agreed to continue in his dual role as Interim Provost and Learning Resources Director until the position is filled. Dr. Dever stated that the search will restart at the end of the Fall 2014 semester, with interviews in early Spring 2015. He anticipates having a Provost in place by Fall 2015.

Cyber Security Conference
Ms. Callaway reported that the College hosted the Hampton Roads Cyber Security Conference held earlier today in the Peninsula Workforce Development Center, featuring national keynote speaker, Rear Admiral Matthew Klunder, USN, Chief of Naval Research. President Dever thanked everyone involved with the success of the event. Board member McMillan attended the event and reported that the staff did an excellent job putting together a great event.

College Events Calendar
A copy of the Thomas Nelson Calendar of College Events was distributed. Ms. Elliott will continue to email event notices and send updates as they occur.

- Veterans Day, November 11, 2014
  - Breakfast, Espada Room, 9:00 a.m. (Hampton Campus)
  - Program, Library Gallery, Wythe Hall, 10:30 a.m. (Hampton Campus)
  - Moment of Silence and Luncheon, 12:30 p.m. (Historic Triangle Campus)

- “The Wiz” presented by the Thomas Nelson Performing Arts Department, November 14, 15, 16, 21, 22, 23: Fridays & Saturdays at 8:00 p.m., Sundays at 3:00 p.m. (MTCA)

- State Board Annual Meeting, November 18-20, 2014, Richmond Marriott Hotel, 500 East Broad Street, Richmond, VA

OLD BUSINESS
There were no old business items to discuss.

NEW BUSINESS
There were no new business items to discuss.
ADJOURNMENT

It was moved (J. McMillan, Jr.) and seconded (B. Goodson) that the meeting adjourn at 7:55 p.m.

The motion was approved.

Respectfully submitted,

John T. Dever, President
Secretary to the Board

Sabrina R. Elliott
College Board Recorder

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