

TIDEWATER COMMUNITY COLLEGE BOARD

MEETING NO. 301

JANUARY 23, 2018

Meeting number three hundred and one of the Tidewater Community College Board was held on Tuesday, January 23, 2018, in the Green District Administration Building on the Norfolk Campus.

Members Present: Edna V. Baehre-Kolovani
Lynn B. Clements
Cynthia (Cindy) S. Free
Connie A. Meyer
John M. Murray
Terri N. Thompson
Jerome A. Bynum
Paulette D. Franklin-Jenkins
James (Jay) N. Lucado
Delceno C. Miles
John D. Padgett

Members Absent: Linda D. Ridenour

Others Present: Curtis K. Aasen, Director of Institutional Effectiveness & Interim Vice President for Information Systems
Marian Anderfuren, Interim Vice President for Institutional Advancement
Matthew J. Baumgarten, Executive Director of Real Estate Foundation/COO of Facilities & Public Safety
Jeffrey S. Boyd, Provost of Norfolk Campus
Daniel T. DeMarte, Executive Vice President for Academic & Student Affairs & CAO
Judy Gill, Chair of College Faculty Senate
Latesha D. Johnson, Executive Assistant to the President
Sarah (Beth) Lunde, Associate Vice President for Human Resources
Corey L. McCray, Vice President for Workforce Solutions
Phyllis F. Milloy, Vice President for Finance
Bruce Meyer, Guest
Michael D. Summer, Provost of Virginia Beach Campus
Michelle W. Woodhouse, Provost of Portsmouth Campus
Curt Wynn, Director of Marketing, Public Affairs and Communications

1. Welcome and Call to Order

Ms. Thompson, chair, determined the presence of a quorum and called the meeting to order at 4:28 p.m.

2. Presentation

Directing the board's attention to Tab 2a of the meeting packet, Ms. Thompson called for a motion to approve the Resolution honoring Susan M. James (attached). On a motion by Ms.

Miles, seconded, by Mr. Bynum, the board approved the Resolution as presented. The Resolution will be presented to Susan M. James at the March board meeting.

3. Program Highlight

At the invitation of Dr. Baehre-Kolovani, Mr. Wynn updated the board on the college's Marketing Strategy and C.R.M.

Becoming a student at TCC is not a one-step transaction. The Historic Marketing Strategy was focused primarily on awareness and interest. However, the college has a new plan that refocuses on an entire enrollment funnel which includes: awareness, interest, contact, data capture, apply, test, enroll, and pay. CRM is the acronym for Customer Relationship Management. It is a software that categorizes our enrollment funnel—tracks who is interested in what and where they are in our process; allows for automated communication with prospects/applicants based on behaviors, interests, and status in the system; provides case escalation and communication mechanism for follow-up communication, and increases accountability and collaboration.

CRM Entry is a basic process that targets potential prospects who are interested in the college through advertisements, website, phone calls, walk-ins, recruitment, applicants, and staff entry. Once a prospect is entered into CRM, the staff follows them through the enrollment process. When all of the CRM stages are completed, the prospect is accepted at TCC and enrolled as a student.

4. Adoption of Consent Agenda

Ms. Thompson inquired if there were requests to remove any item(s) from the consent agenda to the full agenda. Hearing none, she asked for a motion to accept the consent agenda. On a motion by Ms. Miles, seconded by Mr. Murray, the board approved the consent agenda as presented.

5. Approval of Action Items on Consent Agenda

Referring to Tab 5a through 5e of the meeting packet, the board approved Meeting Minutes #300 for November 14, 2017; Proposal for Career Studies Certificate in Photographic Media Arts; Discontinuance of the Career Studies Certificate in Server Infrastructure Administrator; Proposed Increase in Auxiliary Capital Fee, and the Proposed Utility Easement to the City of Virginia Beach Development Authority (attached).

6. Curriculum & Student Development Committee Report – Ms. Connie Meyer, Chair

a. None.

7. Finance & Facilities Committee Report – Mr. James (Jay) Lucado, Chair

a. Routine Financial Statements for Month Ending November 30, 2017. At the invitation of Mr. Lucado, Ms. Milloy provided the routine financial statements reflecting activity for five months of the fiscal year. Referring to Tab 7a of the meeting packet, she highlighted expenditures with the Institutional Auxiliary Budget (73%), Student Center Budget (61%), and the Auxiliary Services Budget (39%), noting that bond payments are for parking garage

and lot, and Student Centers. Local investments and contributions from Norfolk, Portsmouth, and Chesapeake remained as expected, with an additional \$60,500 for Technology from Chesapeake. However, contributions from Virginia Beach were not yet received. The average yield on investments of \$42.9 million was 0.81%. The interest earned year-to-date is \$152,476.

8. Advocacy Committee Report – Ms. Linda D. Ridenour, Chair

- a. General Assembly Visit. In the absence of Ms. Ridenour, Ms. Thompson invited Ms. Anderfuren to give the report of the committee. Ms. Anderfuren briefly described the General Assembly Visit on February 7th in Richmond. She noted that four board members, three TCC staff, and two business representatives are attending. An itinerary and information packet will be provided to the attendees.

Ms. Anderfuren also notified the board that TCC's 50th Anniversary Resolution was introduced by Senator John Cosgrove. It passed the Senate on a voice vote January 11, 2018 and the House January 19, 2018.

Ms. Anderfuren also reported that the Workforce Credential Grant is a major focus of the General Assembly. The Chancellor asked college presidents to actively engage their legislators to have funding approved in the 2018 "caboose" budget (\$3 million) and the 2019-2020 biennial budget (\$30 million). Dr. Kolovani contacted each legislator before the holiday break and followed up with emails to schedule phone calls.

9. Discussion & Approval of Action Item(s) Removed from the Consent Agenda

- a. Nothing to report.

10. President's Report

- a. Update on Major Gifts Campaign. Dr. Kolovani provided a brief update on the Major Gifts Campaign. To date, we have approximately \$5 million in-kind services, pledges and cash donations. More detailed information will be provided at the March board meeting.
- b. Domestic Maritime Centers of Excellence Act. We have been working with a federal lobbyist for the past two years to become designated as a Domestic Maritime Center of Excellence. The Act was passed and signed into law in December as part of the National Defense Authorization Act (NDAA). This bipartisan legislation helps address the critical need for trained workers in the maritime industry. TCC is one of a handful of schools around the country that would be eligible for such a designation, allowing the college to receive technical assistance, surplus federal equipment and federal funding to help address a shortage of qualified workers for the maritime industry.

8. **Chair's Report & Announcements**

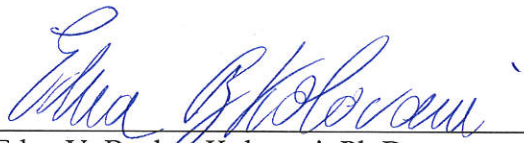
- a. Revised 2017-18 Meeting Schedule. Ms. Thompson discussed the proposed date change of the 2017-18 Meeting Schedule. In particular, change the previously scheduled March 15, 2018 meeting date to March 13, 2018, due to the absence of the Secretary to the Board, Dr. Baehre-Kolovani. After some discussion, the board agreed to the new March 13, 2018 meeting date, at the Workforce Solutions Center in Suffolk. On a motion, by Ms. Clements, seconded by Mr. Murray, the board voted unanimously on the new meeting date.
- b. Review Section 2.13 of TCCB Policies and Procedures Manual w/By-Laws. Ms. Thompson stated that one of the working priorities of the board is to review sections of the College Board Policies and Procedures Manual w/By-Laws. The board discussed Section 2.13, Meetings of College Board, and modifications for 2.13.3 and 2.13.5 were noted. On a motion, by Ms. Franklin-Jenkins, seconded by Ms. Miles, the board voted unanimously on the modifications.

9. **Adjournment**

For planning purposes, Ms. Thompson informed the board that the college's next Commencement Exercises is scheduled for Saturday, May 12th, at 2:00 p.m. in the Ted Constant Convocation Center.

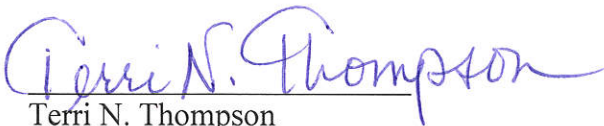
There being no further business to come before the board, Ms. Thompson adjourned the meeting at 5:33 p.m.

Respectfully submitted,



Edna V. Baehre-Kolovani, Ph.D.
Secretary to the Board

APPROVAL



Terri N. Thompson
Chair

TIDEWATER COMMUNITY COLLEGE BOARD AGENDA ITEM

MEETING: January 23, 2018

COMMITTEE: Curriculum and Student Development Committee

AGENDA ITEM: Proposal for Career Studies Certificate in Photographic Media Arts

BACKGROUND:

Based on requests from students and input from the Studio Arts advisory committee, the college proposes to offer a Career Studies Certificate in Photographic Media Arts in the fall 2018 semester. The college currently offers Photographic Media Arts as a specialization of the AAA degree in Studio Arts. However, over the past few years, an increasing number of students have expressed interest in taking only the core photographic courses without completing the degree. The proposed Career Studies Certificate is designed to meet this need.

PROGRAM LEARNING OUTCOMES:

As a result of the proposed Career Studies Certificate, students will be able to:

- Demonstrate an understanding of the tools and techniques of digital photography with an emphasis on capture, image editing and outsourcing using a Macintosh platform, Adobe Lightroom CC, and Adobe Photoshop CC.
- Create well-crafted visual images that show evidence of ideation and the creative process; defend those images in terms of concept, execution and historical context.
- Argue for photography's importance in contemporary culture, as an art object, as a means of visual communication and self-expression.
- discuss the history of photography and list important photographers and describe their contributions.
- Demonstrate a practical and useful approach to self-promotion by designing self-promotional materials, to include a brand identity, business stationery, web site and other related materials.
- Design proposals, contracts, invoices and pricing guidelines, thereby demonstrating a working understanding of the fiscal realities of the studio/commercial artist.
- Write business style communications.

The CSC Photographic Media Arts stacks to the AAA Studio Arts.

STAFF RECOMMENDATION:

That the College Board approves the Career Studies Certificate noted above.

STAFF LIAISON:

Daniel T. DeMarte, Executive Vice President for Academic & Student Affairs

Career Studies Certificate: Photographic Media Arts

The Career Studies Certificate in Photographic Media Arts provides instruction in current photographic technology, video and related media. Students will be introduced to techniques and best practices regarding ideation, creative processes and visual problem-solving, a skill set mandatory for survival in the highly competitive field of photography. This program also prepares students for jobs in the photography industry, such as agency photographer, art center educator, photographer's assistant, freelance photographer and fine art photographer.

SEMESTER 1

Course No.	Course Title Prerequisites	Credits	Prerequisites	Co-Requisites
ART 131	Fundamentals of Design I	3	None	None
ART 1XX	Photography: History and Criticism	3	None	None
PHT 164	Introduction to Digital Photography	3	None	None
PHT 171	Imaging & Concepts in Photographic	3	PHT 164	None
Semester Credits		12		

SEMESTER 2

Course No.	Course Title Prerequisites	Credits	Prerequisites	Co-Requisites
ART 280	Graphic Design for Studio Arts	3	ART 131 & PHT 164	None
PHT 126	Introduction to Video Techniques	3	PHT 164	None
PHT 201	Advanced Photography I	3	PHT 171	None
PHT 221	Studio Lighting	3	PHT 171	None
ART XXX	Approved Art Elective	3	None	
Semester Credits		15		
TOTAL CREDITS		27		

TIDEWATER COMMUNITY COLLEGE BOARD AGENDA ITEM

MEETING: January 23, 2018
COMMITTEE: Curriculum and Student Development Committee
AGENDA ITEM: Discontinuance of the Career Studies Certificate in Server Infrastructure Administrator

BACKGROUND:

The design, integrity, quality, and viability of the college's curricula are fundamental academic responsibilities. To fulfill these responsibilities requires the steadfast commitment of faculty (via the curriculum committee), program advisory committees, academic deans, provosts, and the chief academic officer.

Within this context, the academic staff proposes the discontinuance of the Career Studies Certificate in Server Infrastructure Administrator. The proposal has been reviewed and recommended by the program faculty and their supervising deans, the curriculum committee, and the chief academic officer.

A review of the program data from 2012 to 2016 supports the proposal to discontinue this program.

Program	Avg. Headcount	Avg. FTEs	Avg. Graduates
Server Infrastructure Administrator CSC	2	1.27	1

STAFF RECOMMENDATION:

That the College Board approves the discontinuance of the Career Studies Certificate in Server Infrastructure Administrator.

STAFF LIAISON:

Daniel T. DeMarte,
Executive Vice President for Academic & Student Affairs
DDeMarte@tcc.edu
757-822-1061



Official Curriculum Guide

Name: _____

Date Entered TCC: _____

SIS Empl ID: _____

Counselor: _____

Career Studies Certificate: Server Infrastructure Administrator - Windows 2012(221-732-32)
[Gainful Employment](#)

The Career Studies Certificate in Server Infrastructure Administrator - Windows 2012 is designed to provide students with the skills to plan, design, configure, administer, maintain, analyze, and troubleshoot a local area network and an enterprise-level network using the Windows Server 2012 operating system. Graduates may seek employment as server administrators, server systems administrators, monitoring operators, local area network administrators, enterprise systems administrators, IT system administrators, enterprise security administrators, computer support specialists, information security analysts, or systems architects.

The courses in this program assist students in their pursuit of the Microsoft Certified Solutions Associate (MCSA) - Windows Server 2012 by successfully completing ITN 111, ITN 112, and ITN 113.

SEMESTER 1

Course No.	Course Title	Credits	Prerequisites	Co-Requisites	When Taken	Grade
ITN 101	Introduction to Network Concepts	4	None	None	_____	()
ITN 110	Client Operating System (Windows 10)	4	None	None	_____	()
ITN 111	Server Administration (Windows 2012)	4	None	None	_____	()
Semester Total		12				

SEMESTER 2

Course No.	Course Title	Credits	Prerequisites	Co-Requisites	When Taken	Grade
ITN 112	Network Infrastructure (Windows 2012)	4	ITN 111	None	_____	()
ITN 260	Network Security Basics	4	ITN 101	None	_____	()
Semester Total		8				

SEMESTER 3

Course No.	Course Title	Credits	Prerequisites	Co-Requisites	When Taken	Grade
ITN 113	Active Directory (Windows 2012)	4	ITN 111	None	_____	()
_____	ITN Approved Elective ¹	3 - 4			_____	()
Semester Total		7 - 8				

Total Minimum Credits 27 - 28

¹ IT Approved Electives:
ITN 154 - Network Fundamentals, Router Basics, and Configuration (ICND1) - Cisco

ITN 171 - Unix I
ITN 213 - Information Storage and Management
ITN 257 - Cloud Computing: Infrastructure and Services
ITN 258 - Cloud Computing: Backup and Recovery
ITN 261 - Network Attacks, Computer Crime and Hacking
ITN 262 - Network Communication, Security and Authentication
ITN 263 - Internet/Intranet Firewalls and E-Commerce Security
ITN 267 - Legal Topics in Network Security

TIDEWATER COMMUNITY COLLEGE BOARD

AGENDA ITEM

MEETING: January 23, 2018
COMMITTEE: Finance and Facilities Committee
AGENDA ITEM: Increase in Auxiliary Capital Fee

BACKGROUND:

Language authorizing increases in mandatory non-educational and general program fees from 4-2.01 b. of the Appropriation Act states:

- a) Except as provided in Chapters 933 and 943 of the 2006 Acts of Assembly, mandatory fees for purposes other than educational and general programs shall not be increased for Virginia undergraduates beyond five percent annually, excluding requirements for wage, salary, and fringe benefit increases, as authorized by the General Assembly.
- b) This restriction shall not apply in the following instances: fee increases directly related to capital projects authorized by the General Assembly; fee increases to support student health services; and other fee increases specifically authorized by the General Assembly.
- c) Due to the small mandatory non-educational and general program fees currently assessed students in the Virginia Community College System, increases in any one year of no more than \$15 shall be allowed on a cost-justified case-by-case basis, subject to approval by the State Board for Community Colleges.

As a result of this language, the VCCS requires that mandatory non-educational and general program fee increases be limited to \$.50 per credit hour to a maximum of \$15.00 per academic year (Fall/Spring semesters). Further, each college requesting an increase in a mandatory non-educational and general program fee must prepare appropriate documentation to demonstrate the required cost justification for the fee increase and submit the fee increase request to the Chancellor for consideration by the State Board for Community Colleges.

Due to the enrollment decline, the college sees a need to re-instate the one dollar decrease in the Auxiliary Capital Fee that supports the four student centers. The fee was reduced from \$20 to \$19 per credit hour effective Fall Semester 2013.

The Business Plan for the student centers was approved by the State Board for Community Colleges in May 2007. The plan included construction of a student center on

each campus, with funds provided by the Commonwealth's Department of the Treasury bond financing program along with funds from the localities to pay for infrastructure costs within five feet of the buildings. The Business Plan was built on a projected annual FTE of 16,312; the college's 2016-17 FTE was 15,868, and is projected to decrease further this year. Operating costs have increased since 2007, employees have been granted salary and fringe benefit increases, and debt service payments amount to \$5 million annually; the latter accounts for 50% of total expenses each year.

The Business Plan included a \$20 per credit hour fee to support the four centers. In the fall of 2013, the college decreased the fee to \$19 per credit hour in "exchange" for a one-dollar tuition differential increase to support a 2% salary increase for teaching faculty. It has remained at \$19 per credit hour since 2013.

The college initiated budget reductions this year by eliminating full-time positions and reducing operational costs. Further reductions will be necessary in the upcoming fiscal year if enrollment does not improve.

Increasing the fee by \$.50 each year will generate an additional \$200,000 annually. This additional revenue will help support a fund balance for future operations of the Student Centers.

STAFF RECOMMENDATION:

That the TCC College Board recommend to the State Board for Community Colleges an increase of \$.50 per credit hour in its Auxiliary Capital Fee, effective Fall Semester 2018. The \$.50 increase will re-instate one-half of the one dollar decrease the college made effective Fall Semester 2013 when it reduced the per credit hour fee from \$20 to \$19.

STAFF LIAISON:

Phyllis F. Milloy
Vice President for Finance
PMilloy@tcc.edu
757-822-1064

TIDEWATER COMMUNITY COLLEGE BOARD
AGENDA ITEM

MEETING: January 23, 2018

COMMITTEE: Finance and Facilities Committee

AGENDA ITEM: Granting a Utility Easement to the City of Virginia Beach
Development Authority for a Private Hotel Adjacent to the Virginia
Beach Campus

BACKGROUND:

This item requests that the College Board recommend to the State Board for Community Colleges approval of two utility easements on the Virginia Beach Campus as they relate to the construction and operation of a privately-owned hotel.

The City of Virginia Beach Department Authority is preparing to sell three parcels of land adjacent to the Virginia Beach Campus to a private developer. The private developer is planning to construct a hotel complex on the site. In order to accomplish this, the developer will need access on the Virginia Beach Campus for utility connections. The Development Authority has requested two utility easements to accomplish this:

1. A two-thousand-foot-long by twenty-foot wide easement area for three 2" buried sanitary force main pipes. These force main pipes will terminate at a newly constructed city-owned sanitary sewer pump station that serves TCC's Virginia Beach Campus.
2. A five-hundred-foot-long by twenty-five-foot-wide easement for a storm water drainage system.

VCCS Policy 10.0.0.4.o requires State Board approval for easements that benefit other entities (not the Commonwealth).

DISCUSSION:

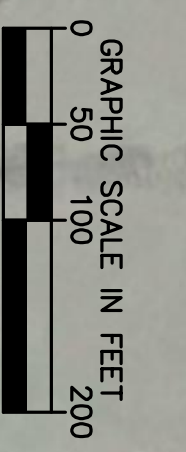
The area of the campus where the two proposed easements will be located is primarily undeveloped wooded property designated in the current Virginia Beach Campus Master Site Plan (April 2003) to remain undeveloped. The requested easement would not interfere with current campus operations or future expansion identified in that plan.

STAFF RECOMMENDATION:

That the College Board recommend to the State Board for Community Colleges approval of the utility easement request.

STAFF LIAISON:

Matthew J. Baumgarten
Chief Operating Officer, Facilities and Public Safety
mbaumgarten@tcc.edu
757-822-1780



TCC HOTEL CONCEPT
 PREPARED FOR

 VIRGINIA BEACH VIRGINIA

**PRIVATE EASEMENT
 EXHIBIT**

KHA PROJECT
 116049053
 DATE
 01/17/2018
 SCALE AS SHOWN
 DESIGNED BY KHA
 DRAWN BY KHA
 CHECKED BY KHA

Kimley»Horn
 4500 MAIN STREET, SUITE 500, VIRGINIA BEACH, VA 23462
 PHONE: 757-213-8600 FAX: 757-213-8601
 WWW.KIMLEY-HORN.COM

No.	REVISIONS	DATE	BY