PIERPONT COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS

Academic and Student Services Committee Meeting

Tuesday, March 21, 2023
9:00 AM

Pierpont's Advanced Technology Center (ATC)
500 Galliher Drive
Fairmont, WV 26554
Room 216A

AGENDA

I.   **Call to Order**

II. ***Approval of Minutes – February 21, 2023**

III. **Informational Updates**

IV. **Adjournment**

Denotes possible action item

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BOARD OF GOVERNORS</p>

<p style="text-align:center">Academic and Student Services Committee Meeting</p>

<p style="text-align:center">Tuesday, February 21, 2023
8:00 AM</p>

<p style="text-align:center">Pierpont's Advanced Technology Center (ATC)
500 Galliher Drive
Fairmont, WV 26554
Room 216A</p>

<p style="text-align:center">MINUTES</p>

Notice of Meeting

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Academic and Student Services Committee was held on February 21, 2023, beginning at 8:00 AM. The meeting was conducted in person at the Advanced Technology Center in Fairmont, WV. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

Committee Members Present: Thomas Cole – Committee Chair, Shauna Burns, Lisa Lang, Christina Miller, and Juanita Nickerson

Other Board Members Present: Susan Woods Coffindaffer and Jeffery Powell

Others Present: Members of the President's Cabinet, faculty, staff, and others

I.   Call to Order

Thomas Cole, Chair, called the meeting to order at 8:03 AM.

II.   Approval of Minutes – December 2, 2022

Shauna Burns moved to approve the minutes from the December 2, 2022 Committee meeting. Juanita Nickerson seconded the motion. All agree. Motion carried.

III.   Informational Updates

A. Faculty Promotions

Dr. Waide announced three faculty members have been promoted in rank.

B. Pierpont College Academy

Dr. Joni Grey has been working with Superintendents in our 13-county servicer region to create Pierpont's College Academy. Students who are enrolled in our DE (Dual-enrollment) courses fulfill their high school requirements while earning college credit. Curriculum mapping of secondary school standards and Pierpont outcomes is ongoing.

C. Strategic Enrollment Plan

Dr. Waide presented the **Strategic Enrollment Plan: Academic Year 2023-2026 Report Summary** (Attachment A). The entire plan will be posted on the website.

D. Student Conduct Revisions

Dr. Susan Woods Coffindaffer serves as the Institution's Judicial Student Conduct Officer and saw a need to revise our student conduct policies. Our Judicial Student Conduct Officer will serve as the investigator but will no longer determine the sanction of an investigation. The VP of Academics and Student Services will determine the sanction. The student can appeal the VP's decision to the Student Hearing Board. The student can then appeal the Student Hearing Board's decision to the President.

E. Workforce Development: CTCS Advance Grant for Landscape Technician Bootcamp

Nancy Ligus received an Advance Grant from the West Virginia Community & Technical College System to offer a Landscaped Technician Bootcamp.

F. Annual Program Viability Review

Before the Program Viability Review discussion began, Chairman Cole requested members of the committee to declare any conflicts of interest. Shauna Burns stated she was told that she had a conflict of interest since she was currently in the drafting program. Shauna Burns explained the need to have a student representative present during the discussion. Chairman Cole asked that she recuse herself from the discussion and vote on the program viability review. Shauna Burns asked for it to be recorded in the minutes that she does not feel that she has a conflict of interest pertaining to the Annual Program Viability Review.

Dr. Waide presented the **Annual Program Viability Review and Recommendation for Program Discontinuance** (Attachment B). Discussion topics included:

- Data validation
- Measure of effectiveness from five years of data
- Variable explanation
- Turning the discontinued academic programs into workforce programs
- Strategic enrollment plan data
- Relocation effects on the discontinued academic programs

IV.   Recommendation from President Nelson regarding program discontinuance

Lisa Lang moved to take Dr. Nelson's recommendation regarding program discontinuance to the full board for further discussion and decision. Christine Miller seconded the motion. Motion carried

V.   Adjournment

There being no further business, Juanita Nickerson moved to adjourn the meeting. Christine Miller seconded the motion. All agreed. Motion carried.

Respectfully submitted by Amanda N. Hawkinberry

Mission Statement: To provide accessible, responsive, comprehensive education that works
Vision: Empowering individuals to transform their lives through education
Tagline: Education that works!

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Strategic Enrollment Plan: Academic Year 2023-2026

Introduction

Pierpont Community & Technical College's mission is to *provide an accessible, responsive, comprehensive education that works* with a vision of *"empowering individuals to transform their lives through education.* This three-year SEP is grounded in those claims. Likewise, it is amenable to adaptation, and ample strategies are suggested, which staff may pursue.

Guiding Principles

This Strategic Enrollment Plan is intended to be meaningful and manageable and includes no direct requests for additional funding or creation of new positions. Instead, it uses existing resources of personnel and facilities and encapsulates previous discussions of both faculty and staff from the institutional *Strategic Priorities*, programmatic strategic planning and the institutional *Conversation Day* of Fall 2022.

The Plan includes programming, outreach, and related activities to help ensure that Pierpont lives up to its tagline: *Education that Works*. Accordingly, the Plan is segmented into four pillars of the student experience from admissions to intentional exit: *Recruitment, Onboarding, Retention, & Success*.

The overarching intentions are to increase the number of inquiries, applicants, and enrolled students and to see those students through their first semester, their first 15 credits (first quarter of an Associate degree) and to their intended goal, creating "success" stops along the way.

Suggested strategies have assigned campus "leads" who will reach out to their staff and across offices to achieve their goals. Twenty-three individual offices have been identified in the Plan as "leads," including all Cabinet members.

Each of the four pillars has four affiliated goals, each with suggested Strategies distributed across those 20+ offices to be addressed over the next three years, with the majority slated for Year 1 completion.

The following pages indicate the Goals under each pillar; a summary of the Strategies indicated for each Goal; and the distribution of assignments across the dominant Pierpont offices and campus "leads."

RECRUITMENT

All functions and endeavors to attract students of all applicant/enrollment "types" to the college

GOALS

I.   Build Brand Awareness to Promote Pierpont Identity
II.   Increase Funnel Conversion.
   a.   Increase inquires by 25%
   b.   Increase conversion of Inquiries to Applications by 20%
   c.   Increase conversion of Applications to Enrollments by 15%
III.   Strengthen relations with community partners (high schools, adult education centers, employers, etc.)
IV.   Increase educational opportunities
   a.   New academic program development at all credential levels

b. New continuing education/workforce education offerings

c. New articulation pathways for Pierpont graduates

RECRUITMENT STRATEGIES SUMMARY (98 suggested strategies)

I. Provide a pervasive community presence through existing and new publications—including social and print media—coupled with a consistent presence in community organizations and at community events.

II. Increase and improve communication from "inquiry" to "application" to "enrollment"

III. Strengthen and seek new partnerships with sources of prospective enrollments across all student types

IV. Create educational opportunities to open new markets to attract a broader student population

ONBOARDING

All functions and endeavors the institution engages in after a student is admitted to the college and through completion of the first 15 credits

GOALS

I. Increase engagement in orientation activities, including facility with Learning Management System (Blackboard)

II. Decrease the number of students who are administratively withdrawn due to financial obligations and or non-attendance

III. Identify and provide early intervention for at-risk populations

IV. Decrease the number of student "holds" that preclude second-semester enrollment

ONBOARDING STRATEGIES SUMMARY (18 suggested strategies)

I. Strengthen orientation to and experiences between the student and the college within the first semester.

II. Increase and improve targeted communications with students in their first semester.

III. Increase use of Early Alert and related Support Services.

IV. Increase communications to remove barriers that would preclude subsequent semester registration.

RETENTION

All functions and endeavors the institution engages in to encourage the student persist after 15 credits

GOALS

I. Increase overall retention, specifically via

a. Increasing persistence of Fall to subsequent Spring enrollments

b. Increasing retention of Fall-to-Fall enrollments for associate-degree seeking students

II. Increase retention through alignment of guided pathways principles with model schedules

III. Increase student and faculty engagement with existing support services and co-curricular offices and activities

IV.   Reduce the number of students placed on academic probation and academic suspension (e.g., increase the number of students in "good standing" at the completion of each term)

RETENTION STRATEGIES SUMMARY (34 suggested strategies)

I.   Implement a retention CRM (constituent relations management) tool that encompasses data and streamlines communications.

II.   Create comprehensive guided pathways to indicate embedded credentials and alternate semester-starts.

III.   Strengthen, expand, and innovate support services.

IV.   Assess Early Alert system (and related support services) for improved effectiveness.

SUCCESS

All functions and endeavors the institution engages in for a student to persist to the completion of a recognized credential that leads to employment or transfer.

GOALS

I.   Increase the number of individuals who complete Pierpont programs, including the following:
    a.   Full-time students who graduate within 150% timeframe (3 years for Associate-degree seeking student)
    b.   Part-time students who graduate within 300% timeframe (6 years)
    c.   Workforce participants/completers

II.   Identify student attainment of all embedded credentials in degree programs

III.   Increase the successful completion of prescribed graduation-related assessments
    a.   End-of-Program assessments as required by State CTCS
    b.   National certifications
    c.   General Education assessments

IV.   Identify success metrics of Pierpont alumni, including employment and pursuit of other degrees

SUCCESS STRATEGIES SUMMARY (22 suggested strategies)

I.   Perform regular degree audits and include regular updates via academic advising

II.   Systematically award credentials as earned via a centralized system

III.   Redesign capstone courses to include support of comprehensive approach to all graduation assessments and national certification exams

IV.   Engage alumni to highlight student success and encourage persistence to degree

Pierpont Community & Technical College Board of Governors
Meeting of February 21, 2023

ITEM:	Annual Program Viability Review and Recommendation for Program Discontinuance
COMMITTEE:	From the sub-committee on *Academics and Student Services* to the Committee of the Whole
RECOMMENDED RESOLUTION:	Resolved that the Pierpont Community & Technical College Board of Governors accepts the president's recommendation, approves, and terminates two academic programs based on the annual program viability review (§135-11-9.1)
STAFF MEMBERS:	Dr. Michael Paul Waide, Provost Mr. Tim Henline, VP for Information Technology
BACKGROUND:	An annual program viability review was conducted in fall 2022. The results of the program viability review indicated two non-viable academic programs: (1) Graphics Technology and (2) Drafting/Design Engineering Technology. A summary review of the data points for each program demonstrated the following:

Graphics Technology (AAS)
Index Variables: FTE Score: 5 out of 5, Enrollment Score: 2 out of 5, Graduation Score: 2 out of 5, DFW Score: 1 out of 5, Regional Occupation Outlook Score: -2 out of 4, National Outlook Score: 0 out of 3, Two-year Enrollment Trend Score: -1 out of 1, Two-year FTE Trend Score: 0 out of 1. Total Score: 7 out of 29 possible.

Drafting/Design Engineering Technology (AAS)
Index Variables: FTE Score: 5 out of 5, Enrollment Score: 2 out of 5, Graduation Score: 2 out of 5, DFW Score: 2 out of 5, Regional Occupation Outlook Score: -3 out of 4, National Outlook Score: -1 out of 3, Two-year Enrollment Trend Score: 0 out of 1, Two-year FTE Trend Score: 1 out of 1. Total Score: 8 out of 29 possible.

Based on information from the annual program viability review, the president and executive cabinet recommend the termination of the Graphics Technology and the Drafting/Design Engineering Technology academic programs, effective FY24, with the implementation of teach-out strategies to accommodate already-enrolled students.