

**Minutes**  
**West Virginia State University Board of Governors Meeting**  
**March 4, 2010**

**Call to order.** A regular meeting of the West Virginia State University Board of Governors was called to order at 2:00 PM by the Chair, Mr. Eric Coleman. Members present were: Mr. Valentine Bon; Dr. Danny Boston; Mr. Eric Coleman; Mr. Eric Hicks; Dr. James Rowley; Mr. Larry Salyers; Mr. Tom Susman; Dr. John Thralls; and Mr. L. Vincent Williams. Mrs. Millie Booker and Dr. Tom Guetzloff participated in the meeting by conference call. Dr. Hazo W. Carter, Jr., President of West Virginia State University, was also present along with members of the faculty and staff.

**Approval of Agenda.** The Chairman asked if there were any changes to the agenda and there being none, and on a motion duly made and seconded, the agenda was approved as presented.

**Approval of Minutes.** The Chairman called for approval of the minutes for the meeting on January 28<sup>th</sup>. Dr. Rowley noted that on page six, third paragraph, it reads, "The proposed degree...." and it should read, "The proposed Bachelor of Science degree in International Studies will have concentrations ...." There being no other changes, and on a motion duly made and seconded, the minutes were approved.

**Chairman's Report.** The chair recognized Dr. Carter as being one of the honorees during the HistoryMakers program sponsored by Verizon at the Culture Center on February 18, 2010. He was selected because of his significant contributions to higher education and the State of West Virginia. The program will air on PBS at a later date to be determined. Dr. Carter was given a round of applause.

**President's Report.** Dr. Carter reported that our State General Revenue Appropriations for Fiscal Year 2009-2010 have been reduced for the second time this year. The total reduction is 827,795. He said West Virginia State University has been informed by Chancellor Noland that federal stimulus funds will be provided that will total 827,795. The federal stimulus funds are expected to become available in late March or early April. WVSU has also been informed by the West Virginia Department of Administration that its State General Revenue Appropriations are decreased again, federal stimulus funds will be provided for the 2010-2011 fiscal year to public colleges and universities. These stimulus funds can be used to address the loss of State general revenue funds.

Dr. Carter said that in February, Governor Manchin asked all West Virginia two-year and four-year colleges and universities to freeze their tuition rates for undergraduate students for the coming academic year. The Governor stated that stimulus funding allows public higher education to avoid reductions in this Fiscal Year and next Fiscal Year. The Governor emphasized that federal stimulus funding is temporary. Dr. Carter noted that over the past ten years, WVSU has kept tuition rates relatively low in comparison with other four-year institutions in West Virginia.



Dr. Carter reported that the West Virginia Legislature is in regular session and is scheduled to adjourn on March 13<sup>th</sup>. The Legislature will meet an additional week to finalize the State Budget for Fiscal Year 2010-2011.

The President informed the Board that he continues to hold meetings with the Budget Council twice a month and that he meets regularly with Vice President Parker regarding budget matters.

Regarding recruitment and retention, Dr. Carter reported that the University's faculty, staff, and administration continue to implement programs and practices that enhance our recruitment and retention activities. Our academic departments continue to have student recruitment and retention as a high priority. For example, the Department of Communications and Media Studies has expanded the annual Communications Day in April to two days which will allow the event to function more effectively as a recruitment and retention activity. Plans are being made to invite area high school students. The Public Relations Student Society of America and The National Broadcasting Society, continue to hold retention as an important area also.

Dr. Carter also informed the Board that Freshmen Experience Courses were implemented last fall. The Academic Affairs Office has requested that the Office of Assessment and Institutional Effectiveness begin gathering data to evaluate all Freshmen Experience Courses and their effect on student retention.

The President said that the Office of Admissions and the Office of Recruitment have made advertising the Metro Tuition Program a top priority. Information on the program is available on the WVSU home page. He also noted that applications for the fall 2010 semester have increased nineteen percent compared to the same period for fall 2009.

Reporting on the Capital Campaign, Dr. Carter said that during the last Board of Governors meeting he informed that he had secured the services of Goettler Associates to conduct a planning study for the Capital Campaign. "A Discussion Outline" prepared by Goettler Associates was distributed to all Board members. The Outline indicates the specific steps that will be taken to carry out our University's Capital Campaign. He said that Mr. Goettler will meet with members of the Capital Campaign Action Committee next week.

Dr. John L. Fuller, Sr. served as Interim Vice President for Planning and Advancement for more than a year and a half. Dr. Carter recognized him for his outstanding service and dedication to WVSU. He then introduced the new Vice President for Planning and Advancement, Dr. John M. Berry. Dr. Berry began his role on March 1, 2010.

Dr. Carter noted that the Board members received the updated WVSU Administrative Organization Chart. He pointed out that changes to the organizational chart include the Advisory and Coordination relationship between Planning and Advancement and the Foundation. Dr. Carter said that fund raising responsibilities have been added to the Planning and Advancement area. He is also finalizing the establishment of the Research



Council in the Academic Affairs administrative area. He said he will appoint members to serve on the council.

Dr. Carter reported that after several months of negotiations, Governor Joe Manchin, III announced on February 25<sup>th</sup> that the State will begin to operate a significant portion of the Dow Technology Park in South Charleston. He said Dow is donating 258 acres and three major buildings to the State of West Virginia. The State plans to build an advance technology training center at the park. The Charleston Area Alliance, Mid-Atlantic Technology, Research, and Innovation Center (MATRIC), and the Chemical Alliance Zone have given their strong, unwavering support to the creation of a research park. Dr. Carter informed the Board that he's been a member of the Board of Directors for each of these groups for several years. He also said that he's spoken to Governor Manchin about WVSU's interest in expanding our research activities at the park. Our University, through the Land-Grant Institute, has utilized laboratories at the Dow Technology Park for the past six years. He said we see the State's involvement in the new research park which will be known as the West Virginia Education Research and Technology Park as an opportunity to expand WVSU's research capabilities. Dr. Carter asked Dr. Orlando McMeans to give a brief presentation about the opportunities that exist with the park.

President Carter then informed the Board about several meetings and activities he participated in since the last Board meeting. He attended a meeting of the Central West Virginia Convention and Visitors Bureau; gave remarks during the memorial service for Dr. Andrew Aheart who served as a faculty member in the Department of Mathematics for sixty years; gave welcome remarks and introduced the speaker, Mr. Lou Myers, a WVSU alumnus and actor, for the University's Black History Month convocation; and, served as the master of ceremonies for the 8<sup>th</sup> Annual Human Rights Commission and Governor's Civil Rights Day Luncheon held on the campus.

Dr. Carter said he also attended Higher Education Day at the Legislature where Governor Manchin met with the presidents of the public colleges and universities. The Governor signed the Higher Education Day proclamation. WVSU had a display on the second floor of the rotunda. Dr. Carter was very proud to announce the first-ever West Virginia State University Day at the Legislature. WVSU had displays throughout the upper level showcasing a variety of our academic programs, departments, and services. Students, including our student government representatives, jazz band, and cheerleaders, faculty, staff, and administrators participated in the day's events. He told how Governor Manchin signed a proclamation declaring February 24, 2010 as West Virginia State University Day. A copy of the proclamation was given to each Board member. Dr. Carter said that the photographs on display in the Grand Hall were from WVSU Day. He said the Day was a huge success, and the University received outstanding media coverage. He said we look forward to making this an annual event of the University.

Dr. Carter announced that Founder's Week is in March and that on March 17<sup>th</sup>, West Virginia State University will celebrate the 119<sup>th</sup> anniversary of its founding. Several



activities are scheduled including a birthday party for the school. He told the Board they are invited to all of these events.

Mr. Coleman congratulated Dr. Carter on WVSU Day. Mr. Susman complimented the school on the displays and the interaction with the people at the Capitol.

**Ad Hoc Committee on KVCTC Resolution.** Dr. John Thralls reported on the work and findings of the ad hoc committee appointed to address the resolution adopted by the Kanawha Valley Community and Technical College (KVCTC). The ad hoc committee included Board members Dr. John Thralls (Chairman), Dr. Tom Guetzloff and Mr. Tom Susman and Finance Committee members Mrs. Millie Booker, Mr. Larry Salyers and Mr. Vincent Williams.

The resolution from the Board of Governors of the KVCTC expressed concerns about the tuition and fee billing procedures employed by West Virginia State University during the 2009-2010 Academic Year, and the impact of such procedures on the charges to KVCTC students registering for WVSU classes. Primary concerns expressed in the resolution relate to the lack of advance notification and to the additional charges which KVCTC students incurred as a result of the movement from a flat rate charge for all courses taken (12 hour cap) to separate charges assessed by both West Virginia State University and Kanawha Valley Community and Technical College (12 hour cap per institution).

Dr. Thralls reported that the ad hoc committee met on two occasions, gathered relevant information and materials, and had its chairman meet with President Joe Badgley of KVCTC to invite his views on this matter. Dr. Badgley also attended the second meeting of the ad hoc committee and participated in the discussions and spoke on behalf of the KVCTC.

Dr. Thralls stated that the ad hoc committee looked at tuition and fee pricing and billing practices at other similarly situated institutions, namely four-year public colleges and universities which enroll technical college students. The ad hoc committee attempted to look at the impact that financial aid may have had on the students but that was a more challenging process given the time frame the committee had been allocated.

The ad hoc committee looked at the history of community college education at the institution which was very instructive and informative. One of the things that history provided was information on the extent to which WVSU had subsidized the community college activity. University officials estimated the subsidy to be about \$4.3 million over several years which was largely a function of the inability of the CTC to pay the full cost of the services provided by WVSU.

The committee also wanted to acknowledge that both WVSU and KVCTC have endeavored to maintain the lowest cost for education to their students in the form of reasonable tuition and fees when compared to other public institutions in West Virginia. The committee commends both WVSU and KVCTC for their efforts to maintain tuition and



fees in line with their peers. The committee also sensed that both WVSU and KVCTC each worked diligently to make the best of a challenging situation by developing the arrangement for the discounting of tuition and fees for the students of KVCTC taking WVSU classes required by their respective CTC programs.

Following careful deliberations on matters related to the resolution, the ad hoc committee has determined that it views that the tuition and fee assessment procedures by WVSU were appropriate in view of prevailing circumstances and were generally compatible with practices employed by other institutions in similar situations where four-year institutions enroll community and technical college students. The ad hoc committee regrets that circumstances related to the separation of the two institutions did not permit more advance notification of the billing practices to be utilized during the 2009-2010 Academic Year.

Dr. Thralls moved that the WVSU Board of Governors affirm the tuition and fee assessment practices and procedures employed by the administration of the University in determining the charges assessed during the 2009-2010 academic year to Kanawha Valley Community and Technical College students who are taking University courses. The motion was seconded and the motion carried. Mr. Coleman thanked Dr. Thralls and the committee.

**Recruitment and Retention.** Mr. Hicks, said the preparations for the Metro Tuition Rate are going smoothly. Letters will go out on the 15<sup>th</sup> of March to counties that border the State of West Virginia. The Director of Recruitment will also be talking to officials at the various schools regarding the Program. Posters are being displayed to educate people about the "Return to Learn" Program. Information on the program has been sent out to people who attended the University within the last five years but didn't complete their degree with the hope that they will return and graduate. They also discussed people enrolling early and being able to pre-register for classes. They talked about helping students financially with books and reaching out to people who have been a part of this University for their support. Mrs. Berger informed the committee that there are going to be some changes in financial aid. Mr. Hicks said it's very important to be consistent when recruiting potential students such as, the logo always looking the same; the font never changing, the color scheme remaining the same. Dr. Carter then said that Dr. Epps could address that issue. Dr. Epps said those issues are being addressed and the style will be improved and consistent. Mr. Coleman suggested to Dr. Epps that before the changes are brought to the Board, he should share them with the Recruitment and Retention Committee because there is a level of expertise on that committee.

**Finance Committee.** Mr. Williams said they asked Mr. Parker for some additional reports. He said the committee was asked to destroy the previous audits. He stated that the February report is going to true up some situations with respect to revenue. There were some questions about expenses. One in particular was with food services. The committee felt that the expense was substantially outbalanced. Mr. Williams said they felt it should be reviewed and then reconciled. They also felt that expenses within Physical Facilities



was a bit high. They didn't find anything else that was substantially out of kilter. Mr. Salyers thanked Mr. Parker for providing them with the information. Mr. Williams noted that Classified Staff percentage went from 81 percent to 85 percent. He also said there are some potential personnel adjustments that may occur in the future with respect to getting staff up to the proper pay level. He reported that he met with the Capital Campaign and the Foundation groups prior to the Board meeting to get some idea as to where WVSU is headed with its fund raising endeavors. Dr. Rowley asked Mr. Williams how he felt about the financial situation with the University and Mr. Williams said it will be challenging but he feels very optimistic about the future of the University.

Dr. Rowley thanked Dr. Carter, Dr. Byers, Mr. Walter Greenhowe and Mrs. Robin Baldwin for having the most successful legislative session on February 24<sup>th</sup> in our recent history.

Mr. Williams added that the Foundation informed Governor Manchin that they would match the funds for the Capital Campaign.

Mr. Coleman asked the Finance Committee to keep the Board informed regarding the CTC moving to the Dow Tech Park and what the potential impact could be on the University. Dr. Carter told the Board that the Legislative Affairs Committee will bring the executive summary to them.

**Adjournment.** There being no further business, the Chair asked for a motion for the meeting to be adjourned. On a motion duly made and seconded, the meeting was adjourned at 3:30 PM.

Respectfully submitted,

Larry Salyers  
Secretary