

Minutes
West Virginia State University Board of Governors Meeting
April 28,2011

Call to Order. The annual meeting of the West Virginia State University (WVSU) Board of Governors (BOG) was called to order at 1:31 PM by Chairman Coleman. Other members present were: Mrs. Millie Booker; Mr. Kris Casdorff; Dr. Tom Guetzloff; Mr. Eric Hicks; Mr. Larry L. Rowe; Mr. Larry Salyers; Mr. Gary L. Swingle; Dr. John Thralls; and Mr. L. Vincent Williams. Mr. Susman participated via conference call. Dr. Thomas Boston was absent. Dr. Hazo W. Carter, Jr., President of West Virginia State University, was also present along with members of the administration, faculty, and staff.

Approval of the Agenda. Mr. Coleman asked if there were any changes to the agenda. There being none, Mr. Swingle moved that the agenda be approved as written and Mr. Hicks seconded the motion.

Approval of Minutes. A motion was duly made and seconded to approve the minutes. Chairman Coleman noted that the numbers should reflect \$12.5 million and not \$12.25 million. With that correction, the minutes were unanimously approved.

Executive Session. Dr. Thralls, in accordance with West Virginia Code §6-9A-4, moved that the Board go into executive session to discuss a potential legal matter. Mr. Salyers seconded the motion and the motion carried.

Arising out of discussion during the executive session, and in accordance with West Virginia Code §6-9A-4, Mrs. Booker moved that the Board proceed with its regular meeting and Mr. Williams seconded the motion. The motion carried.

Chairman's Report. Mr. Billy Lipscomb, President of the Local W-Club, presented a check to Dr. Carter in the amount of a \$100,000 pledge to the Fundraising Campaign. This pledge is from the National W-Club, the Institute and the Shenandoah Valley Chapters. Mr. Lipscomb said \$20,000 has already been collected towards the pledge.

Mr. Coleman presented a check of \$10,000 from him and his wife toward the Fundraising Campaign also.

The Chair discussed the calendar for next year. He asked the administration to remember deadlines when thinking about meeting dates for next year. He also stated that the minutes were too detailed. Bullets were suggested to note specific items of importance. He also said that since the minutes were distributed to the Board members in advance, items could be added before the next Board meeting.

Chairman Coleman announced that Dr. Danny Boston has resigned from the Board because his business is requiring a lot of his time and he is not able to devote his attention to the Board of Governors.

Mr. Coleman said he asked Mr. Rowe to coordinate a working group of the Board to work with the administration regarding the IT (Banner) System and discuss it at the next Board meeting.

President's Report. Dr. Carter's report focused on the Strategic Plan and Fund raising. He introduced Mr. Bill Patterson, Consulting Chief Marketing Officer. Mr. Patterson presented a power-point presentation to the Board. Mr. Patterson also gave a progress report regarding the Strategic Plan. The Board was given hand-outs about the Plan. Mr. Patterson said it was emphasized that in order to be successful WVSU has to:

- Act with a clear sense of urgency
- Renew and rejuvenate a passion for excellence
- Believe in our Mission Statement and the WVSU Vision

In regards to marketing WVSU, Mr. Patterson said that WVSU should be nationally and internationally known. There was a brief discussion in which Dr. Guetzloff and Dr. McMeans agreed that WVSU is nationally and internationally known especially in bio-technology.

Dr. Carter said that the Strategic Plan drives the University's directions and focus, allocation of existing resources, and guides future investments. WVSU's Strategic Planning process provides a vehicle for WVSU students, administrators, faculty, staff, community stake holders and business partners to contribute and agree about the long-term goals and strategies and objectives and strategic focus areas that are consistent with the University's mission and vision. He said the following six focus areas are recommended

to be essential to WVSU's strategic goals for 2011-2013:

- Develop focus programs to insure student academic success and thereby increase retention and graduation rates;
- Invest in strategic marketing to create and convey a compelling brand identity;
- Engage in long-term sustained, philanthropic success;
- Grow enrollment through planning and institution that is focused on enrollment marketing campaign supporting managing processes based on industry practices;
- Develop a university-wide research agenda that furthers WVSU's reputation for scholarship and academic excellence;
- Develop academic centers of excellence that are widely recognized and held in high esteem by external stake holders and the public at large.

The President said WVSU has developed recommendations for organizing or transforming a success. These recommendations will include:

- Establishing a university-wide strategic planning function;
- Reaffirming Academic Affairs central role in shaping the Institution's future.

Mr. Patterson said a strategic marketing initiative is essential because a competitive landscape within higher education has taken on an entirely different posture than five to ten years ago.

Dr. Carter added that following this meeting, each administrative area will develop objectives, tactics, and assessments for achieving the stated goals. No later than May 31, 2011, each administrative area will have developed a budgeting plan prioritizing stated objectives, strategies and tactics that will support strategic marketing, long term sustained philanthropic success, growing enrollment, developing a university-wide research agenda, and developing academic centers of excellence. Also, no later than May 31st, the President said each administrative area will have developed operational and successful plans and the Institutional Effectiveness Office will assist in developing electronic reporting assessment as required. Dr. Carter said at the June Board meeting a complete detailed Strategic Plan will be submitted to the Board for approval and by the beginning of the fall 2011 semester, each

administrative area will begin implementing the administrative and university operational plans. The President also said that during implementation, each administrative area will maintain continuous assessment and submit periodic progress and effectiveness reports to the Board of Governors and administration as requested. It was noted that all of the entities need to line up with how they contribute to that specific strategic priority.

Dr. Carter said that the fund raising efforts are well underway. A draft case for support for the fund raising campaign has been developed. The case for support clearly expresses the University's mission, vision, history and programs while presenting a strong argument for the importance of our work and supporting student success. Dr. Carter presented a power-point presentation that outlined how the University plans to meet the challenge to raise \$12.5 million dollars. The President said he'd like to recommend a change in the organizational structure of WVSU that would allow him more time for fund raising.

Dr. Carter asked for a motion to confer the Honorary Doctor of Laws Degree to the Honorable Donald L. Graham who is a WVSU alumnus and the Commencement speaker on May 15, 2011. Mr. Williams moved to confer the degree and Mr. Casdorff seconded the motion. The motion carried.

Executive Committee. Dr. Thralls said staffing and organizational structure was discussed. He said they discussed the status of the WV Rehabilitation Center and there are problems, especially electrical issues, that have to be taken care of before the property is passed to WVSU. They discussed having greater involvement with the management at Shawnee Park. They talked about the Higher Learning Commission of the North Central Association of Colleges and Schools' Accreditation Visit for 2014-2015. A major part of this is the Institution's self-study which involves a year of intensive activity. He told the Board that the last two visits from the Commission resulted in WVSU receiving the full ten year accreditation.

Academic Policies Committee. Mr. Rowe chaired the committee and two programs were reviewed. The Committee recommended that the Board approve comprehensive program reviews for two academic programs which were a B. S. in Education and B. A. in Psychology. Mr. Rowe moved to approve comprehensive program reviews for the two programs and Dr.

Guetzloff seconded the motion. The motion carried.

Finance Committee. Mr. Williams said there is a small problem with AVI. The Legislative Audit Committee found that instead of the University receiving 12% commission, we were receiving 5%; however, the issue is being looked into. The Committee also discussed right-sizing the salary of WVSU staff. Chairman Williams suggested that money be allocated for employee and Board training on budgetary right-sizing and cost containment. The Committee adopted a policy that will be reflected in the new budget to deal with the right-sizing issue. The Finance Committee is recommending that the budget be reduced by \$500,000. They asked that tuition and fees be increased for FY 2012 by 8% to help with salary increases and other assessment costs. Dr. Guetzloff stated and proposed a 6.5% tuition increase instead of 8% because he said 8% is too large. He also said that enrollment will take a hit on an 8% tuition increase and this should not be considered a conservative estimate. The Chair said there is a request for a recruiter position for \$35,000. Mr. Williams said it was recommended that there be an employment freeze unless it is related to the Strategic Plan goals. After much discussion regarding the budget and fee increases, Chairman Williams moved that tuition and fees be increased for FY 2012 by 8%. On a motion duly made and seconded, there was a roll call for the vote:

- Mr. Swingle - yes
- Mr. Rowe - yes
- Mr. Williams - yes
- Mr. Coleman - yes
- Dr. Thralls - yes
- Mr. Salyers - yes
- Mrs. Booker - yes
- Mr. Hicks - yes
- Dr. Guetzloff - no
- Mr. Casdorff - no

The vote carried. Mr. Susman was no longer on the conference call.

The Chair then asked for approval of salary increases for FY 2012 which would be 2% for faculty and non-classified staff and 3% for classified staff which includes 1% going into a pool to adjust to the Mercer Scale. The motion was duly made and seconded. Mr. Coleman said there were funds from the State to partially fund the salary increases. He asked if those were

included in the base budget. Mr. Parker said the revenue is there. There was a roll call for the vote:

Mr. Casdorff - yes
Dr. Guetzloff - yes
Mr. Hicks - yes
Mrs. Booker - yes
Mr. Salyers - yes
Dr. Thralls - yes
Mr. Coleman - yes
Mr. Williams - yes
Mr. Rowe - yes
Mr. Swingle - yes

The motion carried.

Chairman Williams moved that the Board approve the FY 2012 budget. Mr. Salyers seconded the motion. There was a roll call for the vote:

Mr. Salyers - yes
Dr. Thralls - yes
Mr. Coleman - yes
Mr. Williams - yes
Mr. Rowe - yes
Mr. Casdorff - no
Mr. Hicks - yes
Dr. Guetzloff - yes
Mrs. Booker - yes

The motion carried.

Dr. Thralls said he would like to ask the administration to report to the Board within 90 days and after that on a quarterly basis during the next year on progress WVSU has made relating to the finance issues. 1. How the University is doing with strategies to grow enrollment; 2. How the University is doing with advancement issues with respect to the Fund Raising Campaign and operational costs to the University; and 3. What the University is doing in the area of cost containment and cost reallocation. He said this would provide a mechanism to track and deal with the finances. Mr. Coleman said it could be a part of the standard agenda.

Mr. Williams moved that room and board be increased and included along

with the tuition and fees. Mr. Rowe seconded the motion. The motion carried. Mr. Casdorph voted no.

The Chair moved to suspend merit pay for FY 2012. Dr. Guetzloff seconded the motion. The motion carried.

Mr. Williams moved that the Board approve the adoption of a \$20 application fee. If the student enrolls at the University, the application fee will be credited to the student's account. Mr. Salyers seconded the motion. The motion carried.

Planning and Advancement Committee. Mr. Casdorph said the Committee asked for \$1.25 million for the loss of the KVCTC; match- money of \$842,000 Land-Grant programs; and \$1.1 million over 3 years for technology upgrade. We did not get any of that money but he said we may be able to get the Land-Grant match-money during the Special Session. They are in the process of contacting alumni for fund raising support.

Recruitment and Retention Committee. Mr. Hicks said the Committee focused on the West Virginia State University Opportunity Scholarship. Chairman Hicks said there have been 100 applications so far. He also said there will be a line established for the scholarship in the University budget of \$200,000 in year one of the program peak and \$800,000 in year four and thereafter. He said enrollment application for the 2011 summer session is 479 - 112 accepted; 7 rejected and 360 are pending. For the 2011 fall session, 1,723 processed; 466 accepted; 56 rejected; and 1,201 are pending. The Chair said the Committee is still trying to bulk up the recruiting efforts. He said there needs to be an increase in recruiters so WVSU can compete successfully with other colleges and universities.

Adjournment. There being no further business, Chairman Coleman asked for a motion to be adjourned. Dr. Guetzloff moved that the meeting be adjourned and Mrs. Booker seconded the motion. The motion carried. The meeting was adjourned at 5:15 PM.

Respectfully submitted,

Larry Salyers,
Secretary