

Minutes  
West Virginia State University Board of Governors Meeting  
March 10, 2011

**Call to order.** The annual meeting of the West Virginia State University (WVSU) Board of Governors (BOG) was called to order at 1:30 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. Dr. Thomas Boston and Mr. Tom Susman were 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 Agenda.** Mr. Coleman asked if there were any changes to the agenda. There being none, Dr. Guetzloff moved that the agenda be approved as written and Mr. Williams seconded the motion.

**Approval of Minutes.** Mr. Swingle moved that the minutes be approved and Dr. Guetzloff seconded the motion. Mr. Coleman asked for any questions. Dr. Guetzloff asked if WVSU has a command center and the answer was no. This was for clarification. One change was noted in Mr. Swingle's report which was the \$5 million was for 4 years at \$1.25 million versus 5 years at \$1 million. Mr. Swingle also wanted to clarify on page 4 of 8 regarding OPEB that it is an issue for the University but we may not be able to do anything about it right now. The minutes were approved with the corrections and the vote carried unanimously.

**Chairman's Report.** Chairman Coleman informed the Board that all of the Chairs of the Boards of all the higher education institutions get together on a conference call once a month or every other month with the Chair of the HEPC and the Chancellor to discuss issues important to higher education in general and to establish agendas for things moving forward. The OPEB liability was discussed and what we as collective institutions could do with regards to that. The Chair of the HEPC is drafting a statement on behalf of the institutions that the Chairs would review at the next Council meeting. The statement would be presented to legislative members to let them know that it is a significant issue.

The Chair said that Mr. Rowe met with Senator McCabe who gave him a copy of the Chancellor's document presentation at a meeting of the Senate Finance Committee discussing higher education and various other pieces of information regarding demographics and potential funding formulas. Mr. Coleman said this information was in their packets. There was a slide show to point out some of the highlights of the meeting. Chairman Coleman summarized the information by stating that the Chancellor was discussing higher education in West Virginia in the future and where the institutions are positioning themselves for access, cost and affordability, learning and accountability, innovation, and economic growth. He said that funding from the State is getting less and less so we have to come up with innovative ways of serving students and creating access, and still be economic agents of growth. Mr. Coleman said that WVSU has the lowest tuition rate of all the other institutions and the message needs to get out that WVSU is affordable and accessible. He also noted that WVSU is the only public four year institution in Kanawha County offering undergraduate and graduate education.

**President's Report.** President Carter said that approximately two years ago we initiated the planning required to launch a major capital campaign. He said that at the end of his report, he would make a formal recommendation to the Board regarding a Fund Raising Campaign goal.

Dr. Carter reported to the Board that Acting Governor Earl Ray Tomblin submitted his budget proposal to the Legislature for Fiscal Year 2012. The budget proposal restores the general revenue budget for West Virginia State University to the Fiscal Year 2009 budget level of \$10.4 million. The Governor's Fiscal Year 2012 budget also included a \$186,900 for a one time salary enhancement of 2%. Dr. Carter said salary increases should be on going. He also said there are several issues still pending with the West Virginia Legislature. Including pay raises for state employees, Land-Grant matching funds that we seek as well as other state fiscal year initiatives. The State of West Virginia budget for 2012 will be addressed by the Legislature in an extended session that will end on March 17, 2011.

President Carter informed the Board that a work group consisting of him and Dr. Badgley and administrators from both schools will meet on a regular basis to address the details for the service agreement for next year.

Dr. Carter said that the financial statements presented by Mr. Dennis Juran of Deloitte and Touche found that the operations for Fiscal Year 2010 were in compliance with and met the goals established in the WVSU Three Year Budget Plan. The Executive Council continues to meet on a regular basis to discuss the University's budget and related matters.

The President said that \$21.89 million dollars were disbursed to students for financial assistance during the last fiscal year. He also said that we have developed a new scholarship initiative for the 2011-2012 academic year. The WVSU scholarship will be awarded in the amount of \$2,000 per year to assist in the payment of tuition and fees for 100 qualified students. The purpose of the scholarship is to increase the enrollment of new full-time students and to help us be more competitive with other colleges and universities. To be eligible for the scholarship a student must have a high school grade point average of 2.9 and attained an ACT composite score of at least 20 or equivalent. A student may retain the WVSU scholarship by attaining a minimum grade point average of 2.75 each semester. The scholarship may be awarded for a maximum of four years and is not available to a student who has also been awarded a Promise Scholarship or a tuition waiver by the University. He said the target audience for this scholarship program is residents of the State of West Virginia that narrowly missed the Promise Scholarship qualifications. These students possess academic credentials which will likely promote retention and graduation rates. Dr. Carter said West Virginia State University will establish a line for the scholarship in the University budget of \$200,000 in year one of the program peaking at \$800,000 at year 4 and thereafter. It is expected that this investment will be offset by revenue from enhanced and the addition and retention of new students coming to the University.

President Carter reported that several members of the Executive Council will begin visiting high schools in Kanawha, Putnam, and Cabell counties to recruit new students. These will primarily be the vice presidents and his two assistants. The administrators will individually contact the high school principal or vice principal to schedule a visit. During the visits, a member of the Executive Council will meet with the appropriate high school administrators and the counselors. He said we are working to increase and improve our enrollment, awareness, and relationships in Kanawha and the surrounding counties. Dr. Carter informed the Board that since 2006, the fall

to fall retention rates for newly admitted students has steadily increased. He commended the faculty and Student Affairs for this. The fall to fall retention rate from 2006 to 2010 increased from 42.65% to 56.28% with 70% of our students being from Kanawha County. Dr. Carter also informed the Board that WVSU is preparing for the spring 2011 "Return to Learn" program. This semester potential students can register for the program between April 1<sup>st</sup> and May 30<sup>th</sup>. Students can complete and submit the online admission application or complete and mail in the readmission application. Posters will be printed advertising the program and posted in community centers, state agencies, and workforce development sites. There will also be information submitted to local newspapers. The President noted that it is important to acknowledge the fact that academic departments and Student Affairs are involved in a variety of recruitment and retention activities.

The President reminded the Board of the Strategic Planning Retreat which was held on March 11, 2011 at Embassy Suites. The purpose of the retreat was to update the current 2007-2009 Strategic Plan and to develop a holistic set of operational plans with defined goals and action plans that support our mission and mandate. Dr. Carter emphasized the importance of the retreat by saying that the Board has the opportunity to determine the future direction and mission and vision for the University.

President Carter announced that we were recently informed that we may now offer the Master of Science Degree in Law Enforcement Administration. Students may enroll in this program in the 2011 fall semester. When West Virginia State became a University in 2004, it was required that two-thirds of our tenured and tenure-track faculty possess the terminal degree and we met that criterion for university status. At the time, approximately 72% of our faculty had earned doctorates and terminal degrees and currently that has risen to 83 percent. In terms of tenure and tenure-track faculty members, of the last ten faculty members employed, nine had the highest degree.

Dr. Carter said that currently the University has three legislative agenda items for the 2011 session. They are request for \$5 million to support the CTC separation expenses, 100% state match for federal land-grant funding, and funding for University technology upgrades. He also said that the University submitted ten United States Department of Agriculture (USDA) Capacity Building Grants. The total requested is \$3 million and includes areas such as

nutrition and wellness, 4-H, molecular biology and genetic engineering, and environmental microbiology. The University has recently placed a full-time Extension Associate in Cabell County.

The President reported that the University held a town meeting at the University's Economic Development Center. He said these types of meetings are a part of the University addressing stakeholders' input as part of the strategic planning process and the USDA's Plan of Work mandates. Currently, there are 77 active research, outreach, and education grants, contracts and subcontracts totaling approximately \$19,000,000 under the auspices of the Land-Grant Institute. Of this funding, 74 % is federal in origin, 25% is from the State, and 1% is derived from private entities and foundations.

Dr. Carter reported that the Higher Education Policy Commission has awarded \$1.8 million from the proceeds of the HEPC Bond Issue for the upgrading of Wallace Hall. The Fleming Hall renovation and addition project is on schedule. The current goal is to complete the renovation and addition in the spring of 2013.

President Carter informed the Board of his participation in meetings and activities since the last Board Meeting on January 27, 2011. Some of these were WVSU Day at the Legislature; the grand opening of the "Marching Toward Justice" exhibit which is the Damon J. Keith Law Collection of African American Legal History; and the WVSU Black History Month convocation. He also reported on the upcoming events such as the 120<sup>th</sup> Anniversary of this institution; Founders Week convocation featuring Judge Damon J. Keith, United States Court of Appeals Judge for the Sixth Circuit in Detroit, MI; and the WVSU birthday party.

The President recommended that we conduct a Fund Raising Campaign to raise \$12.5 million over the next 5 years. Dr. Carter explained how the funding would be used: \$4 million - undergraduate and academic scholarships; \$1.25 million - assistance for student academic programs; \$1.25 million -first generation financial support; \$1.25 million - graduate fellowship support; \$1 million - student Presidential scholarships; \$2.5 million - faculty and staff development programs; \$1 million - student leadership development programs. There was some discussion following this and one suggestion was

to lower the amount to \$10 million. Chairman Coleman said it is time to make a step to raise this money and even though his time is winding down as Chair of the Board, he is volunteering to chair the campaign to raise the \$12.5 million. He said it is going to take everybody to make this happen. There were several Board members who thought \$12.5 million was too much to try to raise right now and said they thought \$10 million was more reasonable. Mr. Swingle said we can not afford to let WVSU have a failure in the campaign. Mr. Rowe said WVSU is the financial, social, economic, and cultural center of West Virginia. Mr. Williams moved to adopt the fund raising goal of \$12.5 million and the adoption of the elimination of any impediments to the achievements and any policy changes that may be needed to achieve the goal. Mr. Casdorff seconded the motion. Chairman Coleman asked for questions or comments. Dr. Guetzloff asked what does the Foundation raise annually on average. Dr. Berry did not know the amount and deferred the question to the Foundation. Dr. Guetzloff also stated, "Why pay experts for this report (report in hand) when we are not even going to listen to them." Mr. Hicks said he felt the amount should be around \$1 million because that amount would be easily defined and easily sold. He said \$1 million is more attainable. Mr. Coleman asked for a roll call on the vote. The vote went as follows: Mr. Rowe - yes; Mr. Williams - yes; Mr. Salyers - yes; Dr. Thralls - yes; Mrs. Booker - yes; and Chairman Coleman -yes; Mr. Casorff - no; Mr. Swingle - no; Dr. Guetzloff - no (not against the campaign but would like the amount to be \$10 million); Mr. Hicks - no (wants a short-term goal of 18 months and set a new goal after that). After more discussion and concerns, the vote was approved and also that the structure would be put in place to insure success. Dr. Guetzloff asked Dr. Carter why a score of 20 on the ACT was the cut-off for the new scholarship when a score of 19 is the cut-off for enrolling at an institution. Dr. Carter said they were trying to come up with a category that was directly below the Promise Scholarship but adjustments can be made. Dr. Guetzloff also asked about the progress of the scholarship for the new Honors Program. Dr. Carter said he is very supportive of the Honors Program and we need some flexibility to support the Program which will be another way of attracting students. Dr. Thralls moved to make Chairman Coleman Chair of the Fund Raising Campaign. Mrs. Booker seconded the motion and the motion carried.

**Recruitment and Retention.** Mr. Hicks said looking at 2010 versus 2011, 285 people had been accepted in the spring semester; in 2011, 367 have

been accepted; in 2010, 6 had been rejected; in 2011, 28; and in 2010, we had 554 pending and in 2011, we have 512. The totals are 845 for 2010 and 907 for 2011. He said the committee discussed recruitment and how helpful AmeriCorps is in that area. Mailings have gone out to the Metro areas. The second round of high school visits has been completed. They had to table an open house for counselors until the fall semester because of inclement weather. He said there are approximately 120 students who are registered to take notes for students who are disabled. Tutoring is available in math, English, and writing assignments. Counseling is confidential and can be individual and/or couples, group counseling, psychological assessments, and workshops for students and personnel. He also talked about the referral program where a faculty member completes a form referring a student to the Counseling Center for help. Mr. Hicks discussed academic advising. He said there are three areas: 1). Initial advising; 2). Advising during the academic year; and 3). Advising at the end of the academic year. He said there was a discussion regarding the time slots that students have to register and the general consent of the committee is that students should be able to register as soon as they receive their access codes. Mr. Casdorff said the registration process is difficult. He said if registration is improved and made easier for students, we would have better success rates. Dr. Guetzloff explained his efforts to improve the efforts for computer registration with Dr. Teeuwissen and Mr. Eugene Stowers and he explained that he was told that this process was supposed to change this spring. Mr. Coleman said the registration process should be easier for students and he is in favor of making it an action item for the next meeting. Dr. Byers said faculty and students have to work together to alleviate chaos during the time to be advised. He said to expect quality service from a faculty member that person has to be prepared with the students' files and that's the reason for appointments with the faculty member. Mr. Coleman said there should be scheduling of time for advising to occur and it should happen in a time frame that allows for things to move forward seamlessly. Mr. Casdorff said the problem is having only certain times that the students can register. The time is not always convenient for the student. Chairman Coleman said if this is an easy fix, it does not need a Board mandate to make it happen. Dr. Byers said he can easily straighten it out.

**Finance Committee.** Mr. Williams said their meetings needs to be extended to 90 minutes. He said an AVI employee signed off on some invoices that

were paid. AVI has electronically transferred the money to adjust to that particular matter. Chairman Williams said there are still some disputes with AVI that total approximately \$200,000. Mr. Williams said the Committee made a suggestion to Mr. Parker regarding ways employees could submit cost-cutting ideas.

**Executive Session.** Mr. Casdorff, in accordance with West Virginia Code §6-9A-4, moved that the Board go into executive session to discuss a land transaction in order to cite clearly to the exception in the Open Meetings Act. Mrs. Booker 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, Dr. Guetzloff moved that the Board proceed with its regular meeting and Mr. Williams seconded the motion. The motion carried.

**Classified Staff Council Presentation.** Major Porterfield said the Classified Staff is a dedicated group of over 200 individuals that are the second largest constituency group behind the students. They serve on many committees and one committee was the one formed in 2008 to look at a flexible work schedule and possibly a 4-day work week. Classified staff is faced with a lot of challenges. For example, the average classified salary is \$29,600 a year. The poverty level in West Virginia with a family of four is approximately \$22,000. Major Porterfield asked that he introduce "the living wage" concept which is the flexible work schedule. He said the average classified employee does not necessarily understand how money is budgeted for the University. He used evening/night employees as an example explaining that these employees are not exposed to the information that details the budget. He said all classified staff sees is the renovation of a building for millions of dollars while they are barely making a salary above the poverty level. Major Porterfield told the Board he would like for them to address the 2001 salary schedule which was put into place in 2000. He said the reason it is so important to fully fund the schedule is that WVSU can not give merit raises because we have not fully funded the salary schedule. Major Porterfield said there is no incentive for employees to further their education while employed at WVSU because the employees' salaries do not change once the degree has been earned. He said as an employee, the University does not value the product that the institution is trying to sell. In 2005, Classified Staff had the



idea to allow fees and tuition to be included in the waiver so the employee could further their education but the Classified Staff were told it was too costly. He also explained that there are some classified staff employees who work in offices where they understand the mechanisms in place that could create another level of their pay scale; while there are other classified employees who are not exposed to these mechanisms. Major Porterfield reiterated to the Board to take a look at the salary schedule. He said if the University were to fully fund the salary schedule presently, it would still be approximately 36% behind where it should be at the time it was accepted in 2001. Major Porterfield explained that the situation is getting worse because the economy is getting worse. He cited the price of gas and food and said some employees do not work a five-day week because they can not afford the price of gas; and others can not eat lunch with their co-workers. Dr. Geutzloff asked how much money would it take per employee to get to the Mercer Scale. Major Porterfield said the figure he had was \$480,000 total. He did not have it broken down per person but there are 240 classified staff employees. Mr. Coleman said he remembers talking about a 4 day work week a year or so ago and asked about the limitations to making that happen. Mr. Williams said while WVSU is trying to implement the things that are necessary to meet the fund raising, a 5 day work week is essential; but there are cost saving things that WVSU may be able to do. The Finance Committee will be looking into it. Chairman Coleman said a 4 day week may boost employee morale. He also said to allow for some creativity regarding flexibility. Mr. Coleman suggested that proposals be brought to the Finance Committee first and then back to the Board for review. He emphasized that everybody is important at WVSU.

**Adjournment.** There being no further business, Dr. Guetzloff moved that the meeting be adjourned and Mrs. Booker seconded the motion. The motion carried. The meeting was adjourned at 4:20 p.m.

Respectfully submitted,

Larry Salyers  
Secretary

