

**Minutes**  
**West Virginia State University Board of Governors Meeting**  
**June 23, 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. Larry L. Rowe; Mr. Larry Salyers; Mr. Tom Susman; Mrs. Gary L. Swingle; Dr. John Thralls; and Mr. L. Vincent Williams. 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. Williams moved that the agenda be approved as written and Dr. Thralls seconded the motion.

**Approval of Minutes.** Mr. Williams clarified a statement made on page 5 of the minutes which stated that the Committee discussed right-sizing the salary of the WVSU staff; the committee discussed right-sizing the staff not the **salary** of the staff. Mr. Susman stated that had he been able to stay on the conference call long enough, he would have voted "yes" to the increase in tuition and fees for FY 2012 by 8 percent. Mr. Williams moved to approve the minutes as corrected. Mrs. Booker seconded the motion and the motion carried.

**Presentations.** Mr. Brad M. Rowe, President of The Maier Foundation presented a check to WVSU in amount of \$50,000; Mr. and Mrs. Walter Wilkerson each pledged a \$10,000 life insurance premium that will go into the Walter E. and Margaret Brown Wilkerson Scholarship. Mrs. Wilkerson pledged an additional \$10,000 to be placed in the Scholarship; and Mr. Gary Swingle pledged a \$75,000 life insurance policy. Dr. Coleman was presented a gift by Dr. Carter for his years of service on the Board of Governors.

**Approval of Board Meeting Dates.** Mr. Williams moved to approve the dates for the 2011-2012 Board meetings. Mr. Swingle seconded the motion. The motion carried. The dates for the 2011-2012 Board meetings are: September 22, 2011                      March 22, 2012  
November 10, 2011                      April 26, 2012  
January 26, 2012                      June 14, 2012  
All Board meetings are on Thursdays beginning at 1:30 PM.

**Election of Officers.** Dr. Coleman moved to nominate Mr. Larry Rowe for Board Chairman; Mr. Vincent Williams for Vice Chair; and Mr. Tom Susman for Secretary. Mrs. Booker seconded the motion. The motion carried.

**President's Report.** Dr. Carter discussed the WVSU Strategic Plan 2011-2013. Dr. Carter said the plan focuses on five key initiatives:

- Defining and building at least four Academic Center of Excellence
- Creating and conveying a compelling brand identity
- Growing student enrollment by seven percent
- Strengthening the University philanthropic operation with a 12.5 million dollar fundraising Campaign
- Building a strong marketing function and management system

He discussed the University's competitive environment, strengths, challenges, opportunities, and threats. The President also discussed the University's strategic goals. They are:

- Goal 1. Develop at least ten focused programs that will ensure student academic success and thereby increase retention and graduation rates.
- Goal 2. Invest in strategic marketing to create and convey a compelling brand identify.
- Goal 3. Engage in long-term, sustained philanthropic success.
- Goal 4. Grow enrollment by at least 3% per year and increase graduation rate by at least 2% per year through planning and execution of a focused enrollment management campaign.
- Goal 5. Develop a university-wide research agenda that furthers WVSU's reputation for scholarship and academic excellence.
- Goal 6. Develop at least four Academic Centers of Excellence that are widely recognized and held in high esteem by external stakeholders and the public at large.

Mr. Rowe moved that the Board at this time approve the draft Strategic Plan with a commitment by the Board that it will seek comments and responses from the students, faculty, the public-at-large, and administration in the future and that the Board will assign the Planning & Advancement committee to receive

the comments or hold hearings and report back no later than the September meeting with suggestions to the Plan that then could be voted by the Board as amendments to the Plan.

Following detailed discussion, it was agreed that the draft Plan will be operational upon approval by the Board with possible amendments. It was also agreed that a goal be added regarding community engagement. Therefore, Mr. Rowe amended his motion to add a Goal #7 and allow Dr. Thralls and the administration to work together in specifying what that goal is. Mrs. Booker seconded the motion and the motion carried.

**Executive Session.** Dr. Thralls, in accordance with West Virginia Code §6-9A-4, moved that the Board go into executive session to discuss personnel matters. Mr. Williams 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, Mr. Salyers moved that the Board proceed with its regular meeting and Mr. Casdorph seconded the motion. The motion carried.

**Review of President Carter's 2010-2011 Report on Mutually Agreed Upon Objectives.** Mr. Salyers moved to approved Dr. Carter's 2010-2011 report on Mutually Agreed Upon Objectives. Mrs. Booker seconded the motion and the motion carried.

**Approval of FY 2012 Salary for President Carter.** Mr. Susman moved to approve Dr. Carter's salary for FY 2012. Dr. Thralls seconded the motion and the motion carried.

**Academic Policies Committee.** Mr. Rowe said the Committee recommended adding the Content Specialization in Agriculture Education (Pre K-Adult) to the Bachelor of Science degree in Education. Mr. Rowe then moved that the Board approve the addition. Dr. Thralls seconded the motion and the motion carried.

**Finance Committee.** Mr. Salyers said the Committee discussed the update of the KVCTC agreement. He said there has been an amendment to the service agreement addressing a need to extend it. Mr. Salyers said the

Committee also briefly discussed the 2012 budget; reviewed Capital budgets and other projects; updates on 2011 revenue and expenses; update on Fleming Hall - everything is on schedule; updates on housing and dining; working to get application fee processed on-line. Mr. Salyers moved that the Board move toward the appropriate progress toward the Mercer Schedule and the surplus revenue is to help accelerate meeting that Schedule. Mr. Casdorff seconded the motion and the motion carried.

**Planning and Advancement Committee.** Mr. Swingle said the Committee discussed fundraising; analyzed it by source - percentage of giving, etc.; Dr. Berry gave a report discussing the formation of the 17 member committee that will be put together for fundraising; saw website demonstrations of the new software that will be available for researching grants and updating our records for personal contact and fundraising efforts. Phil Bright discussed the progress Alumni Relations has had contacting alumni and the pre-alumni club. Dr. Coleman said the National Alumni Association Executive Summit was very successful.

**Recruitment and Retention Committee.** Mr. Susman said the Admissions Office has not seen any negative impact in applications since tuition was increased. The last retention rate figure was 66.7% and it needs to be over 70%. He said there may have to be some flexibility regarding the \$20 application fee. It was suggested that a press conference be held to promote the Opportunity Scholarship. He commended the work that was done to improve the WVSU website. He also said he was disappointed that the brand marks are not on all of the commercials. Mr. Susman stated that WVSU brand marks have to be used on everything pertaining to the University.

**Student Government Association Presentation.** Ms. Kinyatta Buford, President, WVSU Student Government Association, who is serving her second term, gave a few student concerns. Ms. Buford stated that WVSU students need to feel that the administration and faculty recognize that "students matter most" and there are some students who feel that some faculty do not care about them at all. The dorms are a major issue. They are not conducive to 21<sup>st</sup> century learning; there is no wireless internet; no student rooms for studying; Residence Life does not play an active role in the students' experience and the Student Union and Library close at 10 PM leaving no rooms

for students to study in groups. Dr. Coleman said it is very important that these matters are taken into consideration to make the students' experiences a positive one.

**Presentation on Student Housing.** Mr. Casto stated that new dorms are critical to WVSU's growth. He said that new dorms would:

- Grow University enrollment
- Enhance ability to attract out-of-state and metro tuition area students with modern housing
- Enhance recruitment of West Virginia residents outside of the commuter zone
- Enhance and grow graduate education
- Projects of these types typically have positive enrollment and competitive consequences with peer institutions
- Meet University housing needs now and in the future

**Update on Fleming Hall.** Dr. Whyte said the Fleming Hall project is on schedule. Mr. Driggs, the architect, said the project is definitely moving forward. The schedule is:

- Phase 1 - Site design and construction - October 12, 2011
- Phase 2 - Vertical Construction - January - late summer 2012
- ADA Compatible

Mr. Driggs said the goal is to have Fleming Hall completed to be able to hold commencement exercises May 2013.

**Reflections from the Chair.** Dr. Coleman gave a few brief reflections of the Board's history. He said as the University moves forward, the Board will need advocates at the Legislature. He noted that he has had many highlights and some leadership changes. The Chair said the University is now poised to take the next lead. He gave the Board four thoughts: 1. Don't get distracted; 2. Deliver on and even exceed the objectives; 3. Make sure people are held accountable; and 4. Make sure there is a mechanism for rewarding good performance.

**Adjournment.** There being no further business, Chairman Coleman asked for

a motion to be adjourned. Mr. Susman moved that the meeting be adjourned and Mr. Swingle seconded the motion. The meeting was adjourned at 6:05 PM.

Respectfully submitted,

Larry Salyers  
Secretary