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Faculty Senate

DATE: April 12, 2011

TO: Tom Guetzloff, Faculty Representative, WVSU Board of Governors

FROM: Tim Ruhnke, Chair, Faculty Senate (ruhnketr@wvstateu.edu)

RE: Discussion of the future of WVSU

Events have transpired this past semester that are of great importance to the faculty at WVSU. As Faculty Senate Chair, I solicited the thoughts and opinions of faculty on these matters of importance. I received written feedback from 19 faculty members, and verbal feedback from several others. The purpose of this communication is to summarize the feedback I received. I asked Faculty to comment on the following items: institutional fundraising, administrative re-organization, stagnant enrollment-lack of support/funding for recruitment and insufficient base budget/lack of legislative support. In general, faculty were supportive a greater focus on fundraising and are supportive a increasing the quantity and quality of our student body. They are frustrated about the lack of legislative support. Faculty have not been informed by the administration as to any administrative restructuring. The faculty understand that WVSU is possibly entering a challenging time in its history, and concerned as to whether the institution is prepared for these challenges.

Additional comments are below.

Institutional fundraising – I sent the following text to the faculty: **The planned capital campaign is inoperable, and the administration has committed to a “fundraising” campaign of 12.5 million dollars. Presently, administration of Planning and Advancement and the WVSU Foundation is being re-organized. Goettler and Associates prepared a report this spring on WVSU’s ability/preparedness to conduct a capital campaign. The report was received by the President, the Board of Governors and Executive Staff in late March, but has not been made available for faculty review. I have conducted some research to see if past such studies have been made. Documents in the WVSU Foundation indicate that in 2006, individuals from Marts and Lundy were in discussion with WVSU Foundation officials about the prospect of a capital campaign. No such campaign was launched at that time. In 1990, Marts and Lundy completed a study recommending a capital campaign effort of two million dollars to begin in 1991. I am not aware of the history of this effort, but I do not believe it was carried out. It does not appear that critical points of the report were addressed. I will email you the summary of that report.** Faculty members thought it a good idea to focus on fundraising, but voiced no confidence as to whether such an effort could be competently carried out at present. There was confusion as to whether we are having/are in capital campaign. For example, one faculty member responded *“We have publicly announced a Capital Campaign, do we actually have a detailed plan? Or do we only know that Eric Coleman will lead it? If we do not have a specific plan, do we realize how humiliating it will be to yet again announce that we are raising money only to fail.”* Several faculty noted that the recommendations contained in the 1990 Marts and Lundy report were not followed. One faculty member responded *“It seems that the observations and advice of the 1990 feasibility report are as applicable today as they were then and call into question the university’s inability or refusal to make*

timely, progressive decisions.” The poor treatment of the Faculty Scholarship Committee by members of the WVSU Foundation Board was also mentioned.

In order to gain faculty (and staff) buy-in with respect to institutional fundraising, Drs. Carter and Berry must clearly communicate the goals and strategies of the fundraising campaign.

Administrative re-organization – I sent the following text to the faculty: **In the Faculty Senate meeting Friday, President Carter announced that administrative re-organization will take place at WVSU. The institution will adopt a Provost model. Details of the re-organization were not made available at the meeting. However, the goal of re-organization is to have fewer people directly reporting to the President so that he can focus on fundraising and institutional advancement. The Faculty Senate will recommend a re-organization plan to the Board of Governors.**

The Faculty Senate Executive Committee will host a discussion of administrative re-organization on April 22. Other than a mention in the Faculty Senate meeting of April 8, no formal announcement of re-organization has been given to Faculty. VPAA Byers responded to me that he has not as of yet had input into the process. I am assuming that this effort is being directed from President Carter’s office. In general, the faculty believes WVSU is administratively top-heavy. As for faculty comments, the need for re-organization was raised, but the concern from at least one faculty member is that the “deck will be reshuffled”. The rationale for re-organization is that it will give Dr. Carter more time to fundraise. Faculty members are not aware of his past activity in terms of fundraising. It would be unacceptable to faculty if they have no chance to have input or comment on a re-organization plan until after it has been created. Any re-organization plan must have as its goal getting motivated, goal-oriented administrators in positions where they can achieve.

Stagnant enrollment/lack of support/funding for recruitment- I sent the following text to the faculty: **I plan to request headcount and FTE numbers from Computer Services, but it is a given that enrollment has been generally stagnant for several years. The situation has been exacerbated by the departure of KVCTC and their component of the student body. The administration has not supported recruitment efforts at WVSU with the sufficient staff and fiscal resources. Currently, WVSU supports a recruiter and an admissions staff of three, including the director. For comparison, the admissions office at Fairmont State lists eight staff, excluding the director. Vice-President Casto indicated that recruitment staff have approximately fifty thousand dollars available to offer in scholarships in a recruitment year.** The faculty are concerned with both the quality and quantity of our student body. Implementation of an honors program was viewed as a step in the right direction. The administration’s lack of focus or interest in recruiting students was noted. For example, one faculty member noted of recruitment *“The area seems to have been in disarray since I arrived in ----. When I came we had an interim director of admissions. When that person had been interim for several years, it occurred to me that recruitment must not be a priority on this campus or there would be a full-staffed, active recruitment office.”* Please note that both the present Director of Admissions and Director of Recruitment are also listed as interim, or are at least listed as so in the 2010-2011 WVSU Directory. Hiring of additional recruitment staff has been approved. However, having more direct administrative leadership over student recruitment/retention (e.g., a Dean or Associate Provost for Enrollment Management) should be considered in re-organization.

Insufficient base budget/lack of legislative support – I sent the following text to the faculty: **As a result of the reduction in funds with the separation of the KVCTC, combined with the reality of KVCTC’s failure to fully pay monies owed in past “charge-back” agreements, WVSU is in a poor fiscal situation. The impending complete departure of KVCTC will result in a 2.5 million dollar reduction in the base budget of WVSU. A substantial increase (7-11%) tuition increase**

is planned for AY2011-2012. As for WVSU's legislative agenda for 2011, no successes were had. No action was taken on our request to be treated the same as Marshall and Fairmont State in terms of base budget increases to offset CTC fiscal losses. Full funding of Land-grant match failed as well. It is unclear as to how active the President was with respect to the legislative session. He stated that he did not meet with Senate Education Chair Plymale. Increasing our base budget is now critical, as complete departure of KVCTC will bring the reality of very tough budgetary choices.

One faculty member question the legality of KVCTC's refusal to pay the monies owed to WVSU. Faculty are puzzled and concerned about the lack of political support. The goals of WVSU are unclear, and thus faculty buy-in is low.