

Minutes
West Virginia State University Board of Governors
Executive Committee
September 9, 2011

Call to Order. The WVSU Board of Governors Executive Committee met on September 9, 2011, in 113 Ferrell Hall. The meeting was called to order at 3:50 p.m. by the Chair, Mr. Larry L. Rowe. Members present were: Mr. Tom Susman, Secretary; Mrs. Millie Booker; Mr. Kris Casdorph; Dr. Tom Guetzloff; Mr. William Lipscomb; Mr. Larry Salyers; Mr. Gary Swingle; and Dr. John Thralls. The Vice Chair, Mr. L. Vincent Williams, and Dr. Ann Smith participated by conference call. Members of the faculty, staff and administration were also present.

Vacancy on Board. Chairman Rowe announced that he received a resignation letter from Mr. Eric Hicks. He said that Mr. Hicks regretfully had to resign from the Board of Governors due to his the demands associated with his expanding business. A recommendation will be made to the Governor to fill the vacancy for this unexpired term.

Marketing and Advertising. Mr. Bob Loughery made a brief presentation about current advertisements that need approval. He explained that the Communications Team was chaired by Dr. Gregory Epps, who had authority to approved expenditures for marketing and advertising. Mr. Loughery is now the Acting Chair. The Team now falls under the auspices of the Provost.

Several items required approval due to time-sensitive deadlines: updated admissions brochure (\$5,000), banners for Homecoming (\$7,500), billboard contract renewal (\$20,000), movie theater contract renewal (\$15,000), and continuation of the marketing RFP. Mr. Susman said that the Communications Team has done a great job increasing marketing and advertising. He explained that the RFP process should continue because a marketing consultant can help coordinate efforts between the Communications Team and Institutional Planning and Advancement, who is also hiring consultants and doing marketing for the fundraising campaign. It was stated that the is no cost associated with bringing the RFP consultants in as planned for the following week. The members agreed that there was also an immediate need for the admissions brochure.

Mr. Susman moved that it is the expression of the Executive Committee that the Communications Team continue and address Dr. Byers in the process; and, that they approve the expenditure for the admissions brochure and the RFP process will continue. Mrs. Booker seconded the motion and the motion carried.

Personnel Requirements. Chairman Rowe referred to the information shared at the Executive Committee meeting regarding the human resources mandates in Senate Bill 330. The BOG will be required to approve certain items, and there is a concern by the institutions about what that entails and the deadline that has been set. Ms. Rowell said they are in talks with Senator Plymale to get the deadlines extended.

Chairman Rowe asked for list of what the Board is supposed to do and then they will continue to address the issue. Ms. Rowell said that she will see that they receive the information.

RFP for Housing. Mr. Susman asked if it was possible if we could come back to Strategic Plan and skip to RFP for housing due to the targeted time for adjournment. Mrs. Bennett said we opened the financials and of the three vendors that scored the highest, there was a low of \$20,000 and high of \$99,000, with the middle being \$55,000. Costs were sent to the evaluation committee to determine how they want to proceed. She said we may not want to look only at cost because there is such a large variance between the high and low. She sent the bids to the committee for more extensive evaluation of them in terms of points. She said we will have to contact the two higher vendors to see what they included to make them higher.

Strategic Plan. Chairman Rowe said that there is still an option to review and comment on the document online. Dr. Barry Pelphrey said they had meetings with faculty, students, staff, and business leaders. A tentative date of September 30th has been set for the meeting with alumni. Dr. Pelphrey said he has been receiving the comments and combining them into overarching themes. Mr. Rowe said that the Board should see all of the comments, but he agreed that they should be grouped. Proposed changes and all comments will be sent to the Board for review prior to it's September 22nd meeting.

Following further discussion, it was noted that those responsible for the Plan also need to suggest changes and make recommendations about who is in charge of goals now that some individuals are no longer in administrative positions. Mr. Rowe asked that the Board also receive an update on where we are thus far with meeting the goals in the Plan.

Board Photo. Chairman Rowe said that he has arranged for a formal portrait of the Board to be taken at 1:00 p.m. on September 22nd. He asked everyone to wear a black suit with white shirt and, and gold ties for the men.

Adjournment. With an end time set for 4:30 p.m., the remaining agenda items will be moved to the next Executive Committee meeting agenda. Mr. Susman moved that the meeting be adjourned and Mr. Williams seconded the motion. The meeting was adjourned at 4:33 p.m.