

## Minutes

### West Virginia State University Board of Governors Executive Committee

August 25, 2011

The meeting was called to order by the Chair, Mr. Larry Rowe, at 9:01 AM. Members present were: Mrs. Millie Booker; Dr. Tom Guetzloff; Mr. Billy Lipscomb; Dr. Ann Smith; and Mr. Tom Susman. Mr. Vincent Williams and Dr. John Thralls called in.

Dr. Pelphrey gave a statistical report on student numbers with handouts. After a discussion, Mr. Rowe suggested the Academic Policy, Finance, and Retention and Recruitment Committees need to review the admission requirements.

Dr. Whyte gave a report on the Strategic Plan.

- Lots of work has been done since June;
- Goal 7 – references advanced engagements with constituents in the Kanawha Valley;
- 39 faculty met on August 15<sup>th</sup> and went over titles of larger goals;
- Strategic Plan will be put on the WVSU web site
- August 30<sup>th</sup> the community forum on the Strategic Plan;
- September 1<sup>st</sup> the student forum on the Strategic Plan;
- September 2<sup>nd</sup> the classified staff forum on the Strategic Plan;
- Ms. Pat Dickinson will contact the media regarding the forums;
- Mr. Susman proposed a big forum at the Capitol Theater.
- Mr. Susman suggested doing something with the alumni regarding the Strategic Plan;
- Dr. Smith said this is possible the Friday before Homecoming with Dr. Carter and Mr. Rowe.

Mrs. Janis Bennett reported on RFP.

- 3 vendors submitted proposals;
- Score sheets to be submitted next week;
- Around September 6<sup>th</sup> - cost opening;

- Technical part to be received by August 31<sup>st</sup>;
- 6 vendors for Marketing RFP;
- Will pick top 3-4;
- Open cost proposal;
- Anticipating October 1<sup>st</sup> for start date.

Mr. Bob Loughery spoke on the brand and identity manual.

- Showed brand and identity manual;
- Showed slides to illustrate why the brand manual is needed;
- The Department of Athletics will be launching a new website;
- Full office numbers will be displayed in the directories and on the website;

Mr. Todd Bean gave a brief discussion on social media.

- 2,088 friends on Facebook ;
- 264 followers;
- Have Search Engine;
- Several WVSU departments are on Facebook;
- Something new is added to the page everyday;
- Link to Yellow Jacket Union Page.

Ms. Barbara Rowell and Mr. Lawrence Smith discussed New Statutory Personnel Requirements and gave handouts.

- All West Virginia institutions need an extension –cannot accomplish October, November, and December timelines;
- Hopefully in accordance with Senate Bill 330, WVSU will be fully funded in 2015;
- Salaries not competitive with other institutions in the State;
- Classified Staff is to be completed by 2014;
- Audit requested by HEPC in October to include Human Resources;
- WVSU does not get the perks other institutions receive because we are not fully funded.

Dr. Ann Smith expressed concern that there is no WVSU paraphernalia in most of the Charleston stores. Sport Mart is the only store that carries WVSU paraphernalia. Dr. Epps said a consultant will help us get our clothes in the stores.

Mr. Susman said he would like to have a marketing plan at the September meeting between admissions and recruitment to discuss how spring enrollment can be increased.

Mr. Casto discussed financial aid and housing.

- Financial aid has been disbursed;
- 357 in residence halls;
- One-stop-shop to assure fiscal clearance;

Donna Hunter discussed registration.

- Course registration is done on web-based system;
- Early advising period for fall semester started on January 31<sup>st</sup>;
- Early registration began on April 5<sup>th</sup> ;
- Open registration began on April 18<sup>th</sup> ;
- Students have longer time to register to make it conducive to their personal schedules;
- Students that were enrolled for the spring semester registered for the fall 2011 starting April 15<sup>th</sup> – August 16<sup>th</sup>;
- System was available from 9 AM – 10:30 PM;
- New student orientation was held in April, June, July, and August;
- Registration staff was available to help;
- Dual credit or early enrollment registration is tentatively set for the first week in September;
- Twelve courses to be offered in 3 area high schools.

Dr. Whyte reported on Fleming Hall.

- Construction to start in October;
- Building to be completed in spring 2013;
- Board to be present when the bulldozer starts;

- Architects will be at the September 22<sup>nd</sup> Board meeting;
- The classes will move out in late December of 2012;
- The practices and games in Athletics will still be played in Fleming Hall in 2011-2012;
- The Pit will become the practicing area;
- We are in ADA compliance;

Mr. Rowe moved that the meeting be adjourned and Mr. Susman seconded the motion. The meeting was adjourned at 10:45 AM.