

West Virginia State University Board of Governors
1:30 p.m. - November 10, 2011
Grand Hall, Erickson Alumni Center

Mr. Larry L. Rowe, Presiding

AGENDA

- I. Call to Order/Roll Call
- II. **Approval of Agenda**
- III. **Approval of Minutes for Board Meeting on September 22 & Exec. Committee Meetings**
- IV. Announcements by the Chair
- V. Comments by Leadership Team
 - A. Dr. Hazo W. Carter, Jr., President
 - B. Dr. R. Charles Byers, Provost and Vice President for Academic Affairs
 - C. Mr. Melvin Jones, Interim Vice President for Budget and Finance
- VI. Review of Organizational Chart
- VII. Academic Policies Committee Dr. Thralls
 - A. Update on Master of Social Work Collaborative Degree with Concord University
 - B. Discussion of Proposal for Possible Changes to the Conditional Admissions Policy
 - C. Report on WVSU's On-Line Course Offerings
 - D. Information Updates and Reports
- VIII. Audit Committee Mr. Williams
 - A. Information Updates
 - B. **Possible Action Items to be Recommended to the Full Board**
- IX. Finance Committee Mr. Salyers
 - A. **Consider Report of Finance Committee Regarding FY 2012 Budget and Ratification of Board's Approval of FY 2012 Budget**
 - B. Report on FY 2012 Budget and Necessary Reductions by Departments
 - C. Review of Departmental Budget Report
 - D. Overview of WVSU State Purchasing Card Process and Controls
 - E. Update on Contracts
- X. Recruitment & Retention Committee Mr. Lipscomb
 - A. Admission and Recruitment Update
 - B. Conditional Admit Proposal
 - C. Updates on RFPs for Housing and Marketing
 - D. Draft 2012-2015 Enrollment Management Plan Update Progress Report
- XI. Institutional Advancement Committee Mr. Rowe
 - A. Report on Presentation on Research & Development Corporation and Land-Grant Programs
 - B. Review of Campus Master Plan, Housing Needs and Fleming Hall Construction
 - C. Update on the Strategic Plan
 - D. Fundraising Updates
 - E. Legislative Initiatives
- XII. Special Committee on Personnel Matters and Policy Mr. Williams
 - A. **Approval to Contract with a Consulting Firm for the Presidential Search**
- XIII. Adjournment

Action items are in **bold print**.

Minutes
West Virginia State University Board of Governors Meeting
September 22, 2011

Call to Order. The regular meeting of the West Virginia State University (WVSU) Board of Governors (BOG) was called to order at 1:35 PM by Chairman Rowe.

Roll Call. All members of the WVSU Board of Governors were present. Dr. Hazo W. Carter, Jr., President of West Virginia State University, was present along with members of the administration, faculty, and staff.

Approval of the Agenda. Mr. Susman moved that the agenda be approved as written and Mr. Salyers seconded the motion. The motion carried.

Approval of Minutes. Dr. Thralls moved that the minutes of the Special Meeting in August be approved as written and Mr. Williams seconded the motion. The motion carried.

Announcements by the Chair. The Chair made the following announcements:

- Recognized Dr. Guetzloff and Dr. Fultz, faculty advisors to the WVSU student chapter of the American Chemical Society, for receiving a Commendable Award for the 2010-11 academic year.
- The Kanawha County Science Fair is being sponsored by the widow of Dr. James Brimhall, who was a Physics professor at WVSU.
- A picture of a parcel of land WVSU is purchasing was distributed. Land-Grant will be utilizing it.
- The Chancellor said WVSU's Board of Governors is the most talented Board in the State.
- The Chancellor has sent someone to help Mr. Jones and his financial staff and will issue a report in the next two weeks.

- Dr. Badgley has expressed that he wants his graduating 2-year students to continue their education at WVSU.
- Recognized Dr. Eric Coleman for his years of service to the WVSU Board of Governors.
- Recognized Mr. Eric Hicks for his service on the Board.

Comments by the President. Dr. Carter gave a few comments

- Dr. Carter will lead the Strategic Plan.
- He was the keynote speaker for the Masons.
- Delivered the 25th State of the State Address which is also the 8th address since State became a University. In his Address, he gave an update on the renovation of Fleming Hall; the demand study for the residence hall; the Honors Program which is to begin in the spring semester 2012; and he gave highlights on what has taken place in the 24 years of his presidency.
- The President gave an update on the Homecoming activities.

Academic Policies. Dr. Thralls gave a history of the compact. This is WVSU's third update. Dr. Thralls moved for approval of the third year report of the WVSU Institutional Compact. Mr. Williams seconded the motion. Dr. Guetzloff opposed. The motion carried. Dr. Thralls said the Committee identified an overall work plan for the Committee. It will include program review; any new program proposals; program additions and deletions; and monitoring items that require action.

Finance. Mr. Salyers said the Committee discussed the 2012 budget, the Manpower Report, and review of contracts. Mr. Jones presented a time-line Deficit Progression PowerPoint Presentation. He discussed the financial burden that has been placed on WVSU since separation from the KVCTC. He noted that Fairmont and Marshall were compensated \$5 million dollars for their loss due to separation of their community colleges, but WVSU was not. The HEPC plans to put \$1.6 million into the budget next year but that will not

help this year. Mr. Williams moved for the adoption of the \$20,527,589 as the revised budget for the FY 2012. Mr. Susman seconded the motion. Mr. Casdorph and Dr. Guetzloff had questions. The motion carried. Dr. Guetzloff opposed. Mr. Williams moved to approve the proposed memorandum for budgetary issues for WVSU for Fiscal Year 2011-2012. Mr. Swingle seconded the motion. The motion carried. Dr. Guetzloff opposed.

Audit Committee. Mr. Williams was elected Chair and Mr. Salyers was elected as Vice Chair. He asked that Mr. Jones and staff give the Committee a schedule of when audits will occur then providing a report on the audits. Mr. Williams moved that all audit items be reported directly to the Audit Committee through FY 2011. Mrs. Booker seconded the motion. The motion carried. It was also discussed how things should be reported that need to be considered for an audit.

Recruitment and Retention Committee. Mr. Lipscomb said the housing demand need study will begin the middle of October and should be done by the end of the fall semester. There was a discussion regarding the marketing/branding study. The branding identity guide has been updated. The mailing list to prospective students is now available. WVSU has 7% conditional students. African American students' average ACT score is 17 but the Chancellor has indicated he is willing to work with the number. Mr. Lipscomb also discussed the recruitment fairs that will be attended by our Interim Director of Recruitment. Opportunity Scholarship information will be mailed to the high schools. An electronic newspaper was briefly discussed. Over \$30 million dollars is disbursed from the WVSU Financial Aid Office in an academic year.

Institutional Advancement Committee. Mr. Swingle moved to approve the administrations amended changes to the 2011-2013 Strategic Plan. Dr. Guetzloff seconded the motion. The motion carried.

Special Committee on Personnel Matters and Policy Committee. Mr. Williams moved to issue an RFP for the Presidential Search Consultant. Mr. Susman seconded the motion. The motion carried. Mr. Williams moved that the WVSU Board of Governors delegate the power to the Executive Committee to decide on the final language of the RFP. Dr. Smith seconded the motion. The motion carried. Mr. Williams moved for the adoption of the

July 1, 2012 time line. Dr. Guetzloff seconded the motion. The motion carried. A discussion followed regarding the make-up of the Search Committee. There was discussion regarding the vacant Board seat and what strengths and weaknesses might be addressed.

Adjournment. Mr. Casdorph moved that the meeting be adjourned. Dr. Guetzloff seconded the motion. The motion carried. Meeting adjourned at 4:15 PM.

Respectfully submitted,

Larry Salyers
Secretary

WEST VIRGINIA STATE UNIVERSITY
BOARD OF GOVERNORS
DRAFT MINUTES OF EXECUTIVE COMMITTEE MEETING
SEPTEMBER 29, 2011

Chairman Larry Rowe called the meeting to order at 9:00 a.m. Additional Committee members present were Governors Tom Susman and L. Vincent Williams (both via conference call). Other Board of Governors members present were William Lipscomb and Ann Smith. Staff and others attending were: Jonathan Adler, Janis Bennett, Bryce Casto, Brunetta Dillard, Lori Elliott, T. Ford-Ahmed, Melvin Jones, Keith Larck, Carmen Parrish, Barry Pelphrey, William Porterfield, Joseph Saunders, Terri Sherrod, Lawrence Smith, Trina Sweeney, and Kellie Toledo.

II. Review of Draft RFP for Presidential Search Consultant

III. Action item: Approval of RFP for Presidential Search Consultant

- L. Williams said he felt consideration of the RFP should be in executive session because of competitive fees.
- Chairman Rowe said an executive session was unnecessary if we aren't dealing with any particular vendor. T. Susman said that since we are not dealing with personnel, we should not go into executive session because anything done in it would have to be redone. The analysis of the RFP responses is when we should go into executive session. L. Williams withdrew his suggestion.
- L. Rowe said we need to announce the 7/01/12 possible employment date in a very conspicuous way.
- L. Williams said we need to know our consultants have capacity to get us to our end point ; T. Susman agreed.
- L. Rowe wanted a point added for WVSU to know whether or not there are any searches the bidder did not complete.
- L. Williams felt the bidder's scope of services was well articulated but felt we should strike the clause that staff would perform administrative services for the consultant.
- The scope of services should be provided to the Search Committee – not to the search and selection committee.
- With these modifications, together with minor corrections to addresses and to insertions where blank lines were provided, T. Susman moved that the Request for Proposals – Executive Search Consulting Services for the President of West Virginia State University be accepted. L. Williams seconded and the motion carried.

The next item related to the RFP was the weighting of the proposals in Section 6.1. We have to determine what we think are the most important parts to be considered.

- J. Bennett said the rationale for the proposed weightings is those were used at Pierpoint Community & Technical College, on which this draft was modeled.
- Experience and availability of personnel are important.
- A. Smith recommended putting 20% on each item to make them equally important.
- Experience tells us your track record thus it was suggested Experience & References be #2 and Proposed Method of Doing the Work be #3.
- The group decided to retain the equal 20 point maximum rating for each item

- A. Smith questioned item 6.1.2.c regarding its legality. The response was that it was legal but it can be submitted in a sealed envelope. T. Susman believes it is legal and is a legitimate question because we need to know if they are doing the other searches in WV - the bidder can request that it not be disclosed to the public.
- L. Williams said he has problems with whether or not we can reject a firm if they are doing other competitive searches if they have the highest "score." L. Rowe said he does not agree that we cannot reject them on that.
- T. Susman said he thinks this goes back to their resources and capacity.
- A. Smith said if we don't want them doing competitive schools, we would rate them lower on those 20 points
- T. Susman made a motion to accept equal weighting, L. Williams seconded it and it passed.

J. Bennett reviewed the timeline and other incidental provisions as follows:

- The RFP should be finalized by 9/30 and can go to the public on Tuesday, 10/04, to be advertised for 2 weeks.
- A comment period of 1 week will follow the advertising with questions to be turned in to her to be forwarded to the committee for 1 week consideration, if necessary.
- Bids can then be opened.
- T. Susman asked to have it in the *Chronicle* for 1 day.
- Enrollment will be recorded as 2800 headcount item.
- 7.4 is a short timeframe – is "not to exceed 5 business days" reasonable? T. Susman recommended that if there are questions submitted that need answers from the Board, that the chair of the Executive Committee and of the Personnel Committee answer those rather than call meetings of the committee to facilitate that. He made that in the form of a motion, L. Williams seconded it and it carried.
- J. Bennett will send out the revised RFP to this Committee before it goes out to anyone else.
- L. Rowe asked that to go to all members of the Board of Governors before it goes out to the public.

To facilitate accomplishing as many of the items on the agenda in the remaining allotted time, Chairman Rowe reordered several of them.

VIII. Report on Progress of Current and Planned Audits on Campus: L. Elliott reported

- Legislative Audit - expect a draft report on revenues in mid-October;
- Bond Audit is completed with the Management Representation letter signed on September 28 by Dr. Carter, Mr. Melvin Jones, and Mr. Lawrence Smith – a copy will be forwarded to the Audit Committee and to the full Board of Governors;
- Financial Aid audit is in process with the auditors currently performing field work – will advise the Committee if there are any concerns;
- The Financial Statement audit will begin Monday, 10/03, and auditors will be on site for 3 weeks.

IX: Report on Contract for Research and Development Corporation: B. Dillard reported

- The contract is in progress – the staff will meet next week to review it, send it to their attorneys for review, and then will bring it to this Committee for review.
- Draft will likely be ready for the Executive Committee and subsequently ready to send to the full Board of Governors in October.

- WVU's contact with their Research & Development Corporation is being used as our model.
- A question was posed to L. Elliott regarding whether or not it would be helpful for the Legislative auditors to see the contract prior to issuing their opinion. She responded she felt it was unnecessary.
- A. Smith said she needs to be schooled on this process and the separation of relationship of parts of the entity.
- L. Rowe said the Legislative Auditors see that we have this separate entity with which the University does business but for which we do not have a written contract. This is to provide a written rather than the oral contract.
- Dillard said there is actually a written contract but no one can find it so it is being recreated.
- Both L. Elliott and B. Dillard volunteered to help A. Smith with the additional information she desires.
- L. Rowe felt this was an appropriate request of staff and she may meet with them.
- L. Rowe requested a presentation from the Research & Development Corporation at the next Executive Committee meeting.

IV. Discussion on Admission Requirements and Procedures for Conditional Students: B. Casto said T. Sweeney was present also to discuss this.

- He sent to Ms. Walker HEPC Series 23 which is the policy on conditional admission.
- He and Admission staff made a presentation to the Recruitment & Retention Committee on September 22 and he asked if there were any additional items this Committee wished to know.
- The question asked was how can we meet our cap on conditional allowance.
- T. Sweeney said we actually accepted 12% of conditional students based on last fall's enrollment but once students actually enrolled the statistic was only 7%.
- For the future we know we need to accept 12-15% of conditional students to net to the permitted percentage.
- We called students on the conditional waiting list telling them they could enroll but it was late and most did not.
- L. Rowe said he wants to have a letter informing students there is a waiting list and this conditional admission phenomenon is an HEPC rule, not a WVSU rule.
- L. Rowe asked that B. Casto and the Admissions staff report to the Academic Policies Committee various initiatives such as the result of petitioning the HEPC to lower the ACT score, asking high school counselors to identify students who may be eligible except for the 1 point or so on the ACT, and perhaps ask the students to take the test again – all upon a recommendation from the counselor.
- T. Sweeney said one issue with Series 23 is that it is based on enrollment not on acceptance so it is a moving target since students can enroll until the second day of classes. She suggested asking the HEPC for a change to base the conditional percentage on acceptance rather than on enrollment.
- B. Casto said WVSU has done what the HEPC asked us to do but he has a problem with telling students they cannot even try college.
- L. Rowe observed this policy has changed the mission of WVSU.
- B. Casto said we have been forced to evolve from an open access institution to one of selective access.
- L. Rose said this is an Academic Policies Committee question and needs to be reported each month.

V: Report on Retention of Student Fall Semester 2011: B. Casto sent documents regarding retention initiatives to Ms. Walker the preceding day. He also said T. Sweeney and K. Toledo are consistent sources of good ideas.

- K. Toledo said the faculty referral system is going very well – as of the preceding day (9/28/11) 512 students had been referred to Collegiate Support & Counseling for follow-up, some referred by more than one faculty member. Faculty are asked to refer at the end of weeks 1, 3, 5, 8, and 13 and she is very pleased with the attention faculty members are paying to reporting.
- One challenge they face in trying to contact students is phone number issues – bad numbers, discontinued phones, etc.
- Americorps workers try to contact students both by phone and by WVSU e-mail to try to get them back on track.
- L. Rowe asked for a report styled for the HEPC to show them the retention efforts in which we are engaged.
- Smith complimented K. Toledo on the various newsletters that go out to various groups of students via e-mail, metro students, to public school counselors, etc.
- L. Rowe said he would like the Americorps workers recognized at a future BOG meeting.
- L. Rowe asked if we expanded Admissions, had a welcome center and expanded its services, might Americorps workers assist with this? The response was affirmative.

VII: Report on Safety Procedures for Emergency Chemical Event: L. Rowe said he wants us at some time this year to look at our safety & emergency procedures. Keith Larck (from Physical Facilities) has written a paper related to the Emergency Shelter-in-Place citing:

- Our shelter-in-place areas may be inappropriate; boxes of emergency supplies are not kept up to date; we need to develop a new procedure.
- There are other procedures for "taping the door," magnetic door covers and their more appropriateness was cited.
- He has a paper to present to the group.
- The main point about chemical leaks is that we all rely on the industry to contain their leaks and shelter-in-place may be the only viable way to deal with this.
- L. Rowe asked Administration: What should we do?
- M. Jones said we take safety seriously and want to know about any deficiencies we may have. We collect information, do drills, and follow all of the national standards.
- K. Larck said we need to reassess our procedures.
- L. Rowe accepted the report but said no action would be taken and the report has no official status at this time since it was not commissioned by the Board. But it will give the administration an opportunity to look at the report.

The time allocated for the meeting had expired and any uncovered items will be placed at the top of the next agenda. The next meeting will be in two weeks.

L. Williams moved to adjourn the meeting at 10:20 a.m., L. Rowe seconded the motion and it passed.

Respectfully submitted,

Patricia M. Shafer
Office of Academic Affairs

WEST VIRGINIA STATE UNIVERSITY
BOARD OF GOVERNORS
EXECUTIVE COMMITTEE
DRAFT MINUTES OF MEETING OF OCTOBER 13, 2011

I. Call to Order: Roll Call: Board of Governors Chairman Larry L. Rowe called the meeting to order at 9:01 a.m. Executive Committee members present in addition to Chairman Rowe were Tom Susman and L. Vincent Williams; other members of the Board of Governors present were: Millie Booker, Tom Guetzloff, William Lipscomb, Larry Salyers, Dr. Ann Smith, and Dr. John Thralls. University staff and administrators were also present.

Chairman Rowe said the September 22 Finance Committee meeting did not get properly noticed on the Secretary of State's roster of meeting notices. Because the meeting wasn't properly noticed, the actions taken must be re-done. Items that were voted on at that meeting will be on the agenda for the next meeting again for a vote.

Chairman Rowe announced that Mrs. Shafer will be the clerk for the Executive Committee and of the Personnel Committee. She is unable to be here for this meeting today so others are filling in for her.

II. Reports on RFPs for Housing, Marketing, and Search Consultant:

- J. Bennett reported that the first one on the agenda is the one for housing.
 - She said technically it is no longer an RFP – it is a contract.
 - It was awarded to Mantra LLC on October 1; they were the low bidder at \$20,500.
 - They will begin their work with focus groups the week of October 24, according to Bryce Casto.
 - The focus groups will be 5-10 residential freshmen, sophomores, and juniors as well as 5-10 students who reside off campus to seek input.
 - Following the focus groups they will prepare a report which is finally due 12/14/11 though we will try to expedite that.
 - Will the consultant look at the housing done by other institutions in the state? it was asked. B. Casto said he believed they would.
- J. Bennett said the second RFP was the marketing one.
 - It is still being evaluated by the Committee.
 - B. Loughry said they have narrowed the list down to three companies: Zone 5, Simpson Scarbrough, and Widmeyer.
 - The low bid was at \$88,000, but that excludes travel of approximately \$20,000 so we are looking at over \$100,000 for a low bid, the middle bid was \$340,000, and the high bid was \$368,000.
 - ~~We have the option of taking this in phases.~~ But for the first phase, the low bid is around \$40,000, the other two are \$80,000-\$100,000.
 - The first phase is the research, collecting the data from focus groups.
 - He said he didn't believe the funds are available at this time to enter into a contract for marketing.
 - He said we are at the stage that we need to notify them of our intentions.
 - The sense of the Board members present was that Administration should not proceed with this project at this time.

The question was asked whether or not some other research that has been done would suffice for this – that done by Anne Green Communications perhaps. J. Bennett said she

thought it was more specialized research and she didn't think it would satisfy this project. It was felt the cost was more than had been anticipated and we need to table this and reject the contracts at this time. Mr. Williams and Chair Rowe agreed that the sense of the Executive Committee was that we reject these bids at this time. Perhaps at a future date the RFP can be redone asking for local bidders.

- The third RFP was for the Presidential Search consultant.
 - It has been out for approximately two weeks.
 - That day (October 13) was the last day to receive questions and none had been received as of immediately prior to the time of the current meeting. Noon is the deadline for questions.
 - The bid opening is scheduled for October 25.
 - There have been no proposals received yet but normally they are not received until the day prior to or the day of the bid opening.

L. Williams asked whether the Personnel Committee will evaluate the proposals and recommend them to the Board.

- Dr. Thralls said the Board will be charged with making the decision ultimately and therefore needs to take the lead in the evaluation of the firms.
- Perhaps advice and counsel will be needed from appropriate staff in our procedures to make sure we are doing the evaluation properly but the decision needs to be made at the Board level.
- Staff should not do the weighting or engage in any decision-making related to the consultant.
- Chair Rowe said he entrusted the Personnel Committee to decide the procedures on selecting the consultant and that can be considered at the 10/21 meeting of the Personnel Committee meeting.
- L. Rowe said Bruce Walker at the HEPC had complimented the University on the thoroughness of our RFP – it could be used as a model for other institutions.

T. Guetzloff asked where we are on the Fleming Hall RFPs. J. Bennett said she has received no information from the architect to place any RFPs. Phase 1 drawings will be out soon and following that will be RFPs. It was reported the project is on budget and on time.

III. Report on Redrafting the Board's Update of Strategic Plan: The Strategic Plan was voted on in June with the understanding that additional comments would be collected and the Plan revisited; changes were voted on in September. B. Pelphrey said each of the overarching themes has been placed under a strategy. Items listed in red on the draft provided are the most complete. L. Williams asked whether or not there are individuals who are responsible for executing the parts of the plan. B. Pelphrey said there are individuals/positions identified with each part of the Plan.

L. Rowe told the group that he received a communication from the Chair of the HEPC.

- We have a duty to report to them what we have done at this institution with regard to the cost of textbooks.
- Apparently this is a nationwide problem and it is an appropriate addition to the strategic plan.
- He asked if someone is preparing the report. M. Jones said we are and have found that the most effective way to reduce textbook costs is to use E-books though there are disadvantages to them as well.
- The markup on books sold in the Bookstore is consistent with state guidelines so it isn't a bookstore problem.

- T. Guetzloff said there is a BOG textbook policy that is on the website and it is being adhered to. He questioned why we are having a committee to investigate textbooks. L. Rowe said the HEPC has a policy and they have asked us to report to them about our textbook cost containment efforts.
- L. Williams asked if we are doing anything with other institutions that may help us qualify for quantity discounts. It was felt this may be beneficial.
- L. Rowe asked the textbook report for the HEPC be given to Ms. Walker to be shared with the group.
- T. Susman suggested many students would prefer an electronic format for their textbooks and many students have laptops.
- T. Gutetzloff posed a concern that dictating textbooks based on cost could impinge on academic freedom. L. Rowe said that isn't the goal of this.

More on-line offerings of classes is another part of the strategic plan on which more specifics are being obtained.

Dr. Thralls said that while various drafts of the strategic plan may be e-mailed to members of the group, he needed a printed copy of the final document. L. Rowe concurred. L. Williams asked if it will be indexed as well. B. Pelphrey said it would be.

L. Rowe said with the strategic plan we are now at a point that we need to be receiving reports on progress because there are portions of the Plan that were to be done by now.

IV. Report on Progress of Current and Planned Audits on Campus: L. Smith reported there are three audits that are on-going:

- Deloitte & Touche, Legislative Post-Audit and Ernst & Young (for the financial aid audit).
- L. Rowe asked whether or not we have complied with the reports from auditors in July related to cash handling and R & D, etc. L. Smith said the University is in the process of compliance in those areas.
- L. Rowe asked whether or not auditors have found any instances of wrong doing. M. Jones said "not at all." L. Rowe said that should be widely announced.
- Regarding Legislative Post-Audit, T. Susman asked if there are procedures into which they are looking that may lead to questions. M. Jones said there are no substantive issues – there are always miscellaneous things. In everything they have requested we have complied. They have audited revenues and are now looking at expenditures. We anticipate they will be here until March, 2012.

Dr. Smith asked that handouts for the meeting be e-mailed to the members the night prior to the meetings so they could see what is being discussed in the meetings. L. Rowe felt that was a good idea and that we could have such a policy.

V. Review of Draft Contract for Research & Development Corporation: Dr. McMeans made a presentation regarding the R & D Corporation.

- He said current provost Byers was the Executive Director of the Corporation for nearly a decade and so he had much knowledge about the organization; the current Executive Director of Mrs. Brunetta Dillard.
- The charge that was given to us from the Legislative Audit was to develop an articulation agreement between the University and the R & D Corp.; the second recommendation was not to recreate the wheel but to contact WVU – they have been in the game for 27-28 years with these articulation agreements.
- We received the agreements from Dr. Kirk Peterson, who is the President of the WVU Research Corporation and also the Vice President for Research. Dr. McMeans visited with

Dr. Peterson and he is coming to WVSU to visit with Mr. Jones, Mrs. Dillard, and Dr. McMeans.

- He found there are two agreements: one called an affiliation agreement, the overarching agreement between the University and the Research Corporation and it is basically signed by the Chair of the BOG and the Chair of the R & D Corporation. The other is an operations agreement detailing how we deal with facilities, personnel, transactions, and that one is signed between the Executive Director of the Corporation and the President of the University.
- The verbiage of our agreements mirror those of WVU with modifications made because of the difference in scope of the two.
- Interestingly, Dr. Peterson is still talking about growing pains between the WVU R & D Corporation and the University's fiscal office. This was also found with Marshall.
- What we saw from our Legislative Audit, Senator Plymale made it perfectly clear that the findings cited at WVSU represent what is still occurring at Marshall and WVU.
- Dr. Peterson wants to help us with those areas and some of the Legislators have also made recommendations to work with WVU on that.

L. Rowe said in his discussions it appears Senator Plymale may be going to sponsor an R & D bill that may affect all of us. He appears to want to solve some of the problems that have been cited so this may be a moving platform for all of us, the Chairman said.

- In addition to the affiliation and the operations agreements, Chairman Rowe said Dr. Peterson also gave us a copy of the legislation that permits R & D Corporations to exist.
- Presented to the group were draft affiliation and operations agreements for WVSU to use. Steptoe & Johnson has an attorney who specializes in this area and made recommendations to us; they currently are reviewing our agreements and will respond in the next couple of weeks.
- L. Williams asked whether HEPC was recommending merging other R & D Corporations into their respective Universities as they have with WVSU. Dr. McMeans responded "No. It never came up."
- In fact, Dr. Peterson talked about how the federal government prefers to work with an R & D Corporation for their contracts rather than with the "regular" fiscal offices.
- L. Rowe said much of the work associated with obtaining and administering the grants can be done in these corporation forms better than through the operation of the university because this is not the core mission of the University.
- L. Rowe speculated that legislation which Senator Plymale sponsors may strengthen the R & D Corporations and make them more autonomous from the University.

Dr. Smith provided feedback on her request at a prior meeting to meet with R & D to learn more about their operation. She was very pleased with the information they provided, much of which was reiterated this morning in this meeting.

- The one thing of which I reminded them and they reiterated, she said, was that when we receive grants, spending and allocations guidelines are very specific and we cannot go outside them. That is one of the values of such a Corporation.
- It is necessary that such funds not be co-mingled.
- T. Susman said that since this was an open item in the legislative audit, we need to advise the Legislative Auditor that we are in discussion with Steptoe & Johnson, the steps we are taking, and the timetable when we think it will be completed, which should be by the end of this year.
- He also felt that since the Board will be signing the report that the Internal Audit Committee do a fiscal review of the internal operations of the R & D Corporation to confirm that they are doing what we should be doing in its operations. He felt this needs to be done concurrently with negotiating the agreements.

- L. Rowe concurred and felt this should be assigned to the Finance & Audit Committees and he suggested it be put on the Board agenda for November with the goal of having the agreements signed prior to the start of the Legislative session.

L. Williams asked if the federal government audits the programs for which they provide funds. Dr. McMeans answered they do.

- Mr. Williams asked whether or not it might be helpful for those reports to be forwarded to the finance chair and perhaps G. Swingle to view. He said he doesn't believe we need a Deloitte & Touche audit before we enter into a contract with R & D -- we don't require one before we enter into a contract with a business.
- T. Susman said he just wants to ensure that what we are doing isn't just supplanting what the University could do -- that we are spending 80% or so of our efforts on research. But he said since the Corporation carries the name of the University, he wants to look a little deeper to ensure there is no abridgment of the credibility of the University in the operation of the Corporation.
- T. Susman suggested an ex officio WVSU Board of Governors member attending meetings of the R & D Board might bring the assurance the University Board seeks for accountability in this regard.
- L. Rowe said we need to look at the affiliation between the University and the R & D Corporation and we need to look at the financial and other operations of the Corporation historically and perhaps review the audits to begin the work of the agreements with the goal of completion of them by the end of this calendar year.
- B. Dillard said the Corporation has an A-133 compliance audit annually and the Corporation is in compliance each year -- that there has never been a finding regarding compliance.
- Dr. Brothers said she felt that a presentation on the Corporation and why they were created will mitigate some of the concerns that have arisen.

VI. Recommendations of Vice Presidents for Reductions in their Respective Budget Areas:

- M. Jones said the board will receive what was decided and it was best for each VP to look at their own budgets to see where cuts could be made.
- The question was asked how many of the VPs have submitted their budget reduction plans. M. Jones responded that none had -- that would be done collaboratively at meetings scheduled for the following week.
- He said we had earlier said it makes more sense for each of the VPs to look at their budgets and make cuts that do not interfere with the mission and the strategic plan. We are going to be doing that collaboratively over a series of meetings where we will commit to and divide up the resources we have in order to remain within the allotted budget.
- T. Susman asked that given the spending memo, have we saved any money as a result. M. Jones said two things have happened: people are more reluctant to put in spending requests knowing they will be carefully reviewed; the second thing is that we have reduced the velocity of the transactions to where they are more closely matching the money coming in to the money going out. He believes we are about at bare bones in terms of spending. He also noted that some contact have been cancelled, such as bill boards and space at the Towne Center Mall.
- M. Jones said the main emphasis in the collaboration will be priority setting across the institution and once priorities are set, reductions will be made.

Dr. Thralls said he finds himself in a bit of a quandary in regard to the financial situation and he isn't sure if the VPs should consider their budgets in isolation. L. Williams said as he understands it we need collaboration between the Vice President for Finance, the other Vice

Presidents and the Provost to reduce budgets appropriately. Dr. Thralls said he supports that approach. L. Rowe commended that process.

T. Susman expressed concern that since the last Board meeting on September 22 that nothing has yet been done on this issue.

- L. Williams said he would like to see this process be completed by the end of this month.
- L. Rowe said this Board has seen dramatic change since it took over on July 1 – the announcement of retirement of the President, M. Jones in his position for about 7 weeks – we have seen tremendous change and the message is clear. If they can articulate the changes by the end of October, that is breakneck speed for an institution.
- T. Susman expressed concern that the budget reductions not wait until November 10 for Board approval – that the changes be made and the Board can review them on November 10.

Dr. Byers shared what has taken so long in this process.

- He said the E & G budget basically pays for our faculty – and that not entirely; the remainder to pay them comes from College Operations.
- The University basically runs, in terms of equipment, travel for faculty, etc., off of Title III. This year we received approximately \$3 million to do that.
- We submitted our Phase I data, which is based on enrollment, the number of students going to graduate school wherever in the US within the last 5 years, as well as students who receive Pell grants. All of that is figured into an overall calculation by the federal government and they told us how much we were going to receive.
- When we did the budget in May, 2011, they told us to do a 2% reduction on what we received last year.
- Then the first of August when they told us how much we were actually getting, there was a 12% reduction in Title III, Part B and an 8% reduction in Title III, Part F. Therefore, we lost a lot of money.
- Then we submitted our Phase II data, which is our detailed budget of how we will spend the money allotted; normally we receive our budget approval by the first of August. However, we did not know whether or not our budget had been approved until September 28.
- Being the institutional representative, I did not know whether or not on October 1 we would be able to pay the 37 people paid through Title III – in effect if we could not pay them, they would not be able to work. That would have drastically affected the school.
- We knew we had to reduce our University operating budget but we could not do that until we knew how much money with which we had to work to run the remainder of the school.
- The vice presidents had to meet to determine how we would spend the Title III funds before we could see how we would spend the state appropriations and college operations.
- This seems to have taken a lot of time but because these federal Title III funds play a large part in the operation of the institution, the reductions have to be done across these two sources of funds, not just the E & G and college operations.

~~Board members acknowledged this painted a different picture of this process.~~ They expressed appreciation at knowing the complexity under which this reduction process must operate. Dr. Smith said it is these federal funds that keep the doors of our institutions open because the states do not have the funds to do so.

X. Discussion on 2+2 Programs with KVCTC: Dr. Byers said 2+2 matters have been topics of discussion among the WV Academic Affairs Advisory Council, which meets monthly. This group is composed of academic officers from all public institutions within the state (both 2- and 4-year). We have one 2+2 program with the KVCTC in Business Administration.

- It has become quite contentious. The KVCTC has taken courses that were ours and changed the name, taken our syllabi and changed the course number, and now students can take those courses cheaper.
- They are offering those courses at the 100-200 level and they want us to accept those courses for 300-400 level ones we require. What we decided to do, though it hasn't yet been completed, is to have an articulation with all CTCs within the state, to ease the transfer of students. We are working more toward a consortium model than a 2+2 model.
- It was observed by one participant that he didn't wish to see that once the KVCTC is at the Tech Center that they have become a feeder institution for Marshall University.
- Dr. Thralls said the separation of the CTCs has been exceedingly difficult but he believes we should take the high road in our dealings with them and their students.
- Dr. Byers said the new plan would do that because it makes it fair for all CTCs, including KVCTC, so all of them would have the same kind of fair treatment.
- L. Williams said we are talking about how students qualify to become students at the University and this relates to conditional students. If students do not qualify for admission to the University, we are essentially routing them through the CTC. If students are then successfully taking courses there that they would have taken at the University, the question becomes why weren't they admitted to the University initially.
- Dr. Byers said the "high road" is that we aren't going to go course by course. What we are going to say is that certain upper division courses must be taken at the University regardless of what they may be.
- Dr. Thralls feels it is critical that we have a close relationship with the KVCTC that includes very open communication and close collaborative work so that when the dust settles on all this it will have served both institutions and students.

Chairman Rowe said he and Dr. Thralls have exchanged e-mails regarding recommended admission of students especially those who underperform on ACTs.

Chairman Rowe said the Alumni forum organized by Dr. Smith a couple of weeks ago went extremely well.

- He said he was honored to be on the forum and complimented Dr. Smith for her organization of it. He would even suggest it be done again in the future.
- Dr. Smith thanked the University for hosting that in the Davis Fine Arts Auditorium. She said the alumni have expressed their wish to do more things on the campus rather than to be in a Charleston hotel.
- It was mutually felt that more of this type of activity will be included in the future.

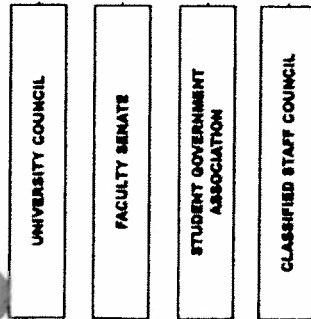
VII. Discussion on Admissions Projections During the Year Based on Appropriations; Admissions Fee; and Recruitment in Central West Virginia: B. Casto will submit to Ms. Walker information on where recruiting has occurred in Central WV. Chairman Rowe said she could send that out to the members.

With the time allotted to the meeting expired, the meeting was adjourned at 10:36 a.m.

Respectfully submitted,

Patricia M. Shafer, M.B.A./C.P.A.
Crystal Walker

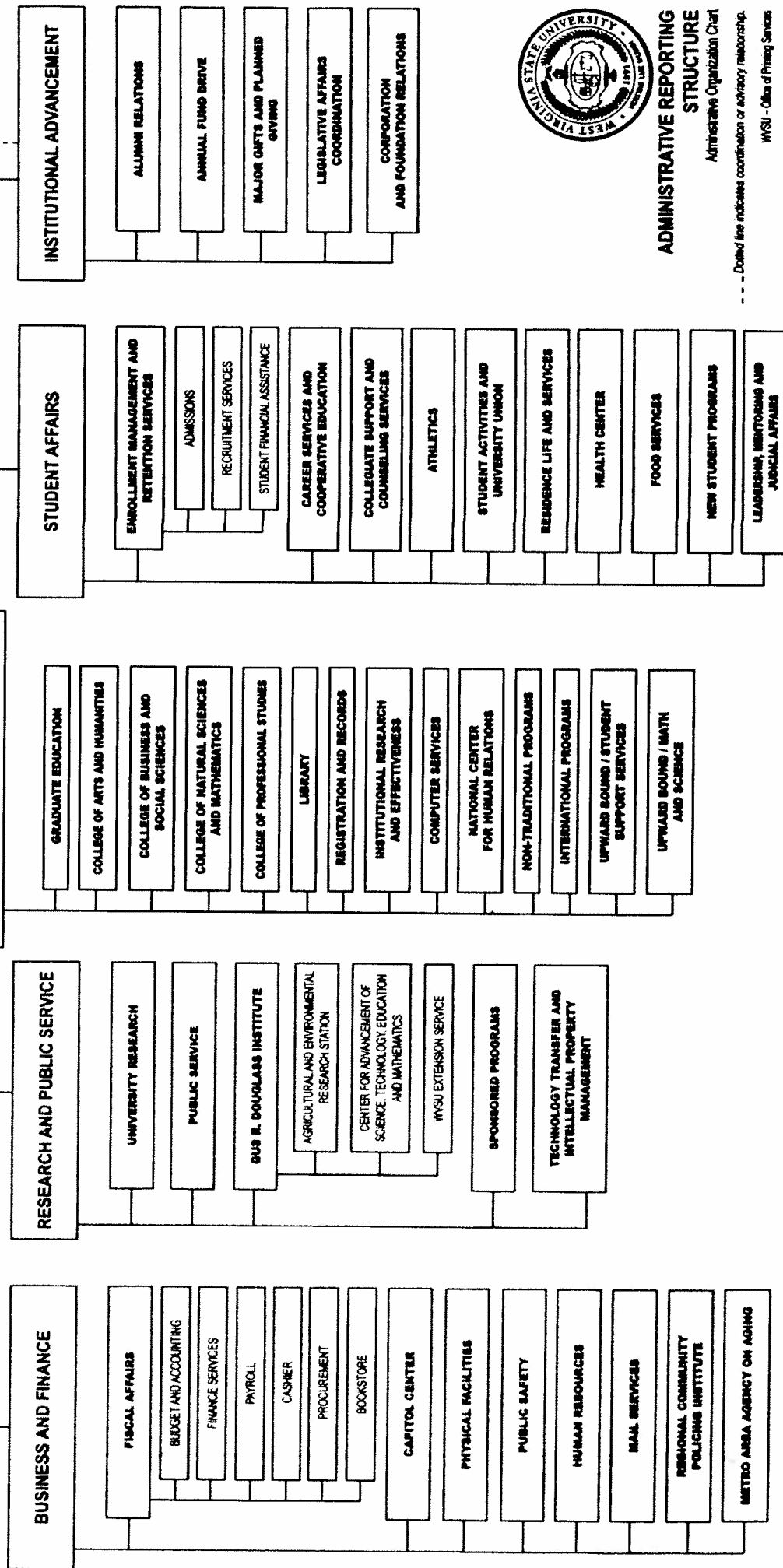




BOARD OF GOVERNORS

PRESIDENT

PROVOST AND VICE PRESIDENT FOR ACADEMIC AFFAIRS



ADMINISTRATIVE REPORTING STRUCTURE

Administrative Organization Chart

--- Dotted line indicates coordination or advisory relationship.

WVSU - Office of Planning Services

Revised August 25, 2011

**WEST VIRGINIA STATE UNIVERSITY
BOARD OF GOVERNORS
ACADEMIC POLICIES COMMITTEE
AGENDA FOR MEETING OF 11/10/11**

(action item listed in bold)

1. **Approval of the Minutes of the 9/22/11 meeting**
2. Update on Master of Social Work collaborative degree with Concord University proposal
3. Work Plan: prioritization of items and scheduling of reporting/proposals/initiatives
4. Discussion of proposal for possible changes to the Conditional Admissions policy
5. Report on WVSU's on-line course offerings
6. Information Item: Academic Departments with low numbers of majors, low graduation rates – (including recent drop in Business Administration majors)
7. Update on December, 2011 Commencement ceremonies planning
8. Update on Master of Education Multi-Cultural Instructional Leadership proposal
9. Information Item: Plans for academic units to benchmark and billboard their successes and awards of both faculty and staff
10. Information Item: "Green Chemistry" and its inclusion in the WVSU curriculum

WEST VIRGINIA STATE UNIVERSITY
BOARD OF GOVERNORS
ACADEMIC POLICIES COMMITTEE
DRAFT MINUTES OF THE MEETING OF SEPTEMBER 22, 2011

Dr. John Thralls called the meeting to order. Those additional Committee members present were Dr. Ann Brothers Smith, Dr. Tom Guetzloff, Mr. William Lipscomb, and Board Chairman Larry L. Rowe. University administrators and staff present were Dr. R. Charles Byers, Provost and Vice President for Academic Affairs, Ms. Barbara Cary, Dean Katherine Harper, Dean Robert L. Harrison, Dean Barbara Ladner, Dr. Barry Pelphrey, Mrs. Patricia Shafer, and Dr. John Teeuwissen.

Dr. Thralls asked Dr. Byers to conduct the **election for the chair and vice chair**.

- For Chair, Board Chairman Rowe had recommended Dr. John Thralls – no additional nominations were made from the floor and he was elected by acclamation.
- For Vice Chair, Board Chairman Rowe had recommended Dr. Ann Smith – no additional nominations were made from the floor and she was elected by acclamation.

The agenda was amended to add **approval of the minutes** of June 23, 2011 as an action item. It was then reordered to consider the remaining action item next and then to proceed with other items on the agenda as listed. Dr. Smith moved to add the item and to reorder the agenda; Dr. Guetzloff seconded the motion and it carried.

Dr. Byers introduced the third action item, **approval of the third year report for the fiscal year 2010 of the WVSU Institutional Compact**. He indicated Drs. Teeuwissen and Pelphrey had been the primary staff members assembling the third year report covering the 2010-2011 fiscal year of our 2007-2012 five-year plan. He introduced Dr. Pelphrey to discuss the document.

- It was emphasized this is a report and the third year is limited to items labeled "third year" with additional changes as required by the HEPC – we were to report on progress made on the Year 2 updates and what we have done in year 3. We also were to address areas of attention from the Year 2 report as identified by the HEPC.
- In response to Dr. Thralls' query about possible areas of vulnerability with our report, Dr. Pelphrey said it lies with our original data projections – they were projections and we may need to revise them. This year the data projections in our Compact and in the strategic plan are coordinated but we didn't meet those numbers.
- In response to Dr. Thralls' query about the most glaring shortcomings of WVSU, Dr. Pelphrey responded it is our graduation rate, which is pegged to our 2004 first time, full time freshmen cohort – a very small portion of our students. Current policies implemented to increase our graduation rates will not be felt for six years into the future.
- ~~Dr. Byers pointed out that graduation rate calculations were designed primarily by Ivy League-type private schools because students at private schools tend to stay and matriculate there in a shorter timeframe. Dr. Teeuwissen noted that the changes in the conditional admissions, which won't be exhibited until several years out, may have as great an effect on our graduation rates as anything else we could have done.~~
- The document has not undergone final editing but any changes will be only corrections and not substantive changes, Dr. Pelphrey said.
- Chairman Rowe and others on the Committee were troubled by receiving the Compact report only two days prior to this meeting, which made it very difficult to adequately examine.

Dr. Thralls said in the next year he wants to look at the substantial amount of the content of the compact much earlier and asked that it be put on the 2012 August agenda.

- Dr. Smith made a motion to recommend approval of the Compact report to the full Board of Governors, Mr. Lipscomb seconded the motion and it passed. Dr. Guetzloff voted against the motion.

In information items, Dr. Byers reported that in recognition of the on-going consideration for our students and their travel time and expense to come to campus, the University will implement in January a **new class time schedule**. This time schedule reflects three major changes:

- Starting times for classes throughout the day are the same for every day of the week
- Two-day-a-week time slots are now available on MW mornings as well as on MW afternoons
- Many time slots will accommodate both 3-credit or 4-credit classes without overlaps

Dr. Teeuwissen has worked with Deans and Department Chairs to articulate our goals for this new schedule as follows:

- Greater availability of two-day-a week schedule options for commuting students
- Greater consistency in start-of-day/end-of-day schedules for working students
- Elimination of faculty schedules with 2-day and 3-day versions of the same course
- Easier accommodation of 4-credit classes without time slot overlaps
- More time between classes on Mondays and Wednesdays (and Fridays)
- More time slots for one-day-a-week classes, including Fridays (particularly useful for some graduate classes)
- Dr. Thralls expressed the need for monitoring and evaluation and that he hopes it will not impact faculty time on campus for advising, etc. Dr. Harrison noted that in the College of Professional Studies chairs have determined all hours of the day will be covered by faculty for advisement. Dr. Harper noted especially the math faculty felt more frequent interaction with students was more beneficial and that has been retained.
- Dr. Thralls asked staff to report back to this committee at the conclusion of the spring semester on the experiences of this new schedule.

Dr. Byers said the last accreditation visit by the Higher Learning Commission reflected our need to be actively engaged in the area of **Extended Studies**. He reported

- The University is focusing initially on the extended studies and will then branch out into continuing education opportunities for professional organizations and possibly into contract classes for business, industry, and government.
- This also fulfills the community service mission.

Dr. Thralls asked for a follow-up report on this initiative.

Dr. Byers next reported on plans underway to hold the **December 18, 2011 Commencement** in the P. Ahmed Williams Auditorium in Ferrell Hall on campus.

- This is in preparation for the planned move of our commencements back to campus once the renovations are complete on Fleming Hall
- We will graduate by colleges and will hold two graduations that day --- combining two colleges at each. We have assessed the logistics of using Ferrell Auditorium and the size of the seating area for our graduates, their guests, and our faculty; believe this is viable
- News of this move has been well received by many campus constituents, who have wanted the ceremonies on our campus for many years
- Dr. Smith applauded this decision saying this adds a special moment for our graduates.

In May WVSU received notification that the Higher Education Policy Commission was recommending that the **Bachelor of Science degree in Math be placed on four-year probation** due to its low enrollment of majors and low graduation rates. Dr. Byers asked Dean

Katherine Harper to discuss the situation and the remediation initiated to ensure removal of the probationary status in 2015 at our next review. Dean Harper shared with the group

- HEPC guidelines from Series 10, Policy Regarding Program Review, has productivity standards at the baccalaureate level of 5 degrees over the five most recent years and mean major enrollment of 12.5 students. The BS-Mathematics degree at WVSU had 1.4 mean degrees over the five most recent years and mean major enrollment of 10.6 students.
- The Mathematics program at WVSU is critical to the mission of the institution in meeting the higher education and economic development needs of the state and region (in part attained through our math teachers). Over the five years 2005-2010, the mean enrollment of Math Education students has been 20.6 and 8 teacher education students have graduated during that period. Courses taught in the B.S. in Mathematics are required for the B.S. in Computer Science, which has a mean enrollment of 27.4; the department also has a large service role and is critical to many other University majors.
- HEPC Policy Series 46, WV Department of Education Policy 5100, and the National Council of Teachers of Mathematics have all specified that both Secondary math and Middle school math must provide Math content equivalent to that for the Math major.

Dr. Thralls asked, "At the end of the day, is the result to be that we increase the number of graduates or that we convince HEPC it is a necessary component?" Dr. Byers responded that as we already know, numbers are important and we do have strategies to increase numbers. Dr. Harper continued with the strategies that will improve enrollment and graduate number productivity as follows:

- Fulfilling the WVSU Strategic Plan 2011-2013 Goal 1 to *Develop focused programs to ensure student academic success and thereby increase retention and graduation rates*, two objectives undertaken are to Implement Math 020 and to create a Math Learning Center, both of which will assist all students to enroll, persist, and graduate.
- Faculty, academic leaders and university staff have undertaken efforts to secure federal funding to improve academic programs in the Natural Sciences and Mathematics. Accordingly, the Department received a \$67,551 grant for STEM program evaluation and improvement
- Math/Science Summer camp, designed for students grades 3-8 seeks to improve the image of the math department in the community and to stimulate interest in the major.
- The Department of Math and Computer Science continues to be one of the more active departments in delivering College Algebra courses in three Kanawha County high schools through the Early Enrollment program.

At a Board of Governors Executive Committee meeting during the summer, the Intent to Plan a **Master of Social Work** degree was modified to be a **collaborative degree with Concord University** and that change was approved. This was in response to discussions between the two institutions and after a meeting of representatives of Concord University, our personnel, and Dr. Kathy Butler of the HEPC staff. Because the MSW is an accredited program, its delivery must follow specified guidelines, which could strain an institution's personnel and finances. The collaboration between the two institutions has been spearheaded by Dean Robert L. Harrison, Jr., and Social Work Chair Dr. Brenda Wamsley.

Dean Harrison said Concord is further ahead in the process but we but we have been meeting with them and plan to bring a proposal to this Committee and our Board of Governors in November.

- A review of budgeted revenues and expenditures show that we can fund it through student tuition and fees
- We must have 3 tenure-track faculty members specifically designated to the MSW – Concord will also have 3 to make the required 6.

- We have an early October deadline to get this collaborative program to the HEPC for their December meeting agenda.

Dr. Thralls next considered **the Academic Policies Committee section of the Board Plan of Work** to be put on the November agenda for fuller discussion. He noted in it the very active role for this Committee

- Program Review documents
- Additions & deletions of programs of the past 5 years
- The Social Work collaborative degree
- As the institution would contemplate new programs, this committee would be the first review point and then pass them to the full Board for their review
- Other items on the Plan of Work are excerpted from the Chair's Board Plan
- The need to prioritize near-term, long-term, and monitoring activities

Board Chairman Rowe expressed that he wishes to encourage those faculty who see opportunities to bring them to the Board and to this Committee for review and discussion.

Dr. Thralls concluded the meeting with the following remarks

- Everyone knows we have challenges before us in the compact and other challenges in terms of enrollment, transition as a distinguished president retires in a year and we look for new leadership.
- But there is much to hope for – he has been very impressed with the academic leadership under Dr. Byers
- He is very impressed with 80% of the faculty possessing the terminal degree and he believes this is outstanding as we look at other institutions
- Over the last year as he has heard many positive reports and he is very impressed and optimistic for the future

With the time for the meeting expired, the agenda item **“Academic Departments with low numbers of majors, low graduation rates”** was deferred to the next meeting. Statistical data regarding this topic and comments from Dr. Byers will be sent to the Committee members as preparation for its discussion at the November meeting.

It was moved, seconded and passed that the meeting be adjourned. The motion carried.

Respectfully submitted,

Patricia M. Shafer
Office of Academic Affairs

**West Virginia University Board of Governors
Finance Committee
November 10, 2011
11:15 a.m. - Grand Hall Erickson Alumni Center**

Agenda

Mr. Larry Salyers, Chair
Mr. L. Vincent Williams, Vice Chair
Mrs. Millie Booker
Mr. Larry Rowe
Mr. Tom Susman
Mr. Gary Swingle

- I. Call to Order
- II. Approval of Minutes
- III. Report on FY2012 Budget and necessary reductions by department
- IV. Review most recent year-to-date Departmental Budget Report
- V. **Recommendation to Full Board adopting the revised budget**
- VI. **Recommendation to Full Board ratifying Fiscal Affairs spending control**
- VII. Overview of WVSU State Purchasing Card process and controls
- VIII. Update on contracts
- IX. Adjournment

Action items are in bold



**WEST VIRGINIA STATE UNIVERSITY
BOARD OF GOVERNORS
MEETING OF THE
FINANCE COMMITTEE
SEPTEMBER 22, 2011**

The meeting of the Finance Committee met in the Grand Hall of the Erickson Alumni Center on the campus of West Virginia State University on September 22, 2011. The meeting was called to order at 9:35 am by Chair, Governor Larry Salyers. Members in attendance were Governors Millie Booker, Larry Rowe, Vice Chair L. Vincent Williams, and Gary Swingle. Governor Tom Susman was absent. The meeting was also attended by other members of the faculty, staff and students.

Governor Swingle made a motion to accept the agenda. Motion was seconded by Governor Booker. Motion carried.

Governor Swingle made a motion to accept the minutes. Motion was seconded by Governor Booker. Motion carried.

First of all, Mr. Jones, Vice President for Business and Finance, explained a graph that is a time line of the progression of the deficit that WVSU is currently working under. This is partially due to the separation of WVSU and the KVCTC. He went on to explain in detail several pie charts showing the FY2012 budget and how it will be disbursed. These pie charts gave these projections both with and without the funds for the R&D Corporation. The total university functional budget including R&D will be \$65,714,396. This amount includes the budget cut that each area must make for FY2012. With the budget cut and without the R&D Corporation, the budget would be \$53,144,403. The total WVSU operations budget as of September 9, 2011 was \$21,933,199. The E&G revenue budget is \$20,527,589 with total expense to be \$20,527,589, so there will be a no shortfall. The total budget cut of 6.4% or \$3,482,610 must be made from all areas. There was a shortfall of \$3,835,694 for FY11 but there will be no shortfall for FY2012. The revenues and expenses now match. Governor Williams made a motion to accept the adjusted budget of \$20,527,589. Governor Booker seconded the motion. Motion carried.

Mr. Casto expressed his opinion on the cut in the Recruitment and Retention areas. Since we are attempting to raise the number of students attending the university, it is very important to have the staff to perform those duties. He said we need more scholarship dollars to enhance the recruitment of upper quality students. The Opportunity Scholarship does not incur any costs. There has been no additional funds in recruitment in the past eight years except the Title III funds that have been available.

The two items that are not in the budget are the Presidential Search and the One Stop Shop Project. The One Stop Shop Project is renting space in the Town Center Mall for recruitment. It is the feeling of the group that advertising is very important this project may be cut.

Dr. Orlando McMeans explained that the Land Grant funds cannot be used to reimburse college operations since they are already allocated in the indirect costs and billing for them again would be double dipping.

Governor Rowe stated that he had talked to the Chancellor and he told him that he had put \$1.6 million in the state appropriation budget to account for the amount that we will lose from the separation of the CTC. This is in addition to our regular base budget for the next budget year.

The increase in the number of classified staff employees is due, in large, to the fact that personnel in the physical facilities area are required to work more than the allocated number of hours to qualify as part time so they had to be placed under the category of full time. Now they are eligible for benefits. The increase in R&D is ten full time employees and the majority of them are paid by grants. Once the grant is over, their employment ends. From FY07 to FY12, we WVSU has increased the number of employees by 45.

There are contracts that can be cut, i.e., the Cross Lanes movie ad and the billboard. However, we must advertise in more effective ways.

Governor Williams made a motion that they approve the gross E & G budget as adjusted to \$20,527,589. The motion was seconded by Governor Booker. Motion carried.

Governor Williams made a motion that the spending memo be modified to exclude the travel of the Board of Governors since Board members will have certain types of travel for meetings and seminars. Motion was seconded by Governor Swingle and motion passed. It will be recommended to the full Board that the spending memo be adopted with that modification.

A time line will be added to the full Board meeting to go over how the budget was reached since there are some people who did not get to the Finance Committee meeting to hear the presentation. Governor Williams made this motion and Governor Salyers seconded it. Motion carried.

With there being no further business, the meeting was adjourned at 11:10 AM.

Respectfully submitted,

Mary Flores

Mary Flores
Administrative Assistant

West Virginia University Board of Governors
Finance Committee
November 10, 2011
11:15 a.m. - Grand Hall Erickson Alumni Center

Agenda

Mr. Larry Salyers, Chair
Mr. L. Vincent Williams, Vice Chair
Mrs. Millie Booker
Mr. Larry Rowe
Mr. Tom Susman
Mr. Gary Swingle

- I. Call to Order
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Action items are in bold



**WEST VIRGINIA STATE UNIVERSITY
BOARD OF GOVERNORS
MEETING OF THE
AUDIT COMMITTEE
SEPTEMBER 22, 2011**

The meeting of the Audit Committee was held in the Grand Hall of the Erickson Alumni Center on September 22, 2011 on the campus of West Virginia State University. The meeting was called to order by Chair Governor L. Vincent Williams. Governors present were: Millie Booker, Larry Rowe, Vice Chair Larry Salyers, Larry Rowe, Dr. Ann B. Smith and Gary Swingle. The meeting was called to order at 11:10 AM.

A motion was made and duly seconded to elect Governor L. Vincent Williams as Chair with Governor Larry Salyers being Vice Chair. Motion carried.

There was discussion regarding the need for an internal, independent audit procedure. It has been discussed with Dr. Magee of the HEPC to have an independent auditor. His suggestion was that a person be designated to do this for a number of universities and the costs be divided among those universities.

A motion was made by Governor Swingle to identify some areas that need auditing within the University and then we will report that information to this committee. Motion was seconded by Governor Booker. Motion carried. This would be done by a schedule of areas to audit.

It was suggested that we get an 800 number for audit requests to be made anonymously. This will be looked into by Mr. Jones and the information would be passed on to the Audit Committee. Governor Swingle made a motion that this committee implement a new process for external audit reporting. It would consist of:

- All external audits must be reported to the Audit Committee through the Office of Business and Finance. Any notification of an external audit must be directed to Mr. Jones' office immediately upon receipt.
- All engagement letters and management representation letters must be addressed to Mr. Jones as well as the University President. They will be directed to the Audit Committee.
- A representative of the Budget and Finance office will need to participate in all exit conferences.
- A copy of the final audit will be forwarded to Mr. Jones' office.

The motion was seconded by Governor Williams. Motion carried.

With there being no further business, the meeting adjourned at 11:30 AM.

Respectfully submitted,

Mary Flores
Mary Flores

Administrative Assistant



**RECRUITMENT AND RETENTION COMMITTEE
AGENDA
ERICKSON ALUMNI CENTER
NOVEMBER 11, 2011**

I. CALL TO ORDER

II. REVIEW OF THE AGENDA

III. APPROVAL OF THE MINUTES

IV. STANDING REPORTS

- Admission and Recruitment Update – Mrs. Trina Sweeney and Mr. Chris Jackson
- Conditional Admit Proposal – Mr. Bryce Casto
- Update on Housing Development – Mr. Bryce Casto
- Update on Marketing Initiatives – Mr. Bob Loughry
- Draft 2012-2015 Enrollment Management Plan Update Progress Report – Mr. Bryce Casto

V. OLD BUSINESS

VI. NEW BUSINESS

VII. ADJOURNMENT



West Virginia State University
Board of Governors Recruitment and Retention Committee
Minutes
September 22, 2011

The WVSU Board of Governor's Recruitment and Retention Committee met Thursday, September 22, 2011 at 11:45a.m., in the Cleveland Room of the Erickson Alumni Center. Those persons in attendance included: Atty. Larry L. Rowe, Mr. William W. Lipscomb, Mr. Joey Oden, Mr. Bryce Casto, Mrs. Trina Sweeney, Mr. Chris Jackson, and Mr. Kris Casdorph. Guests included: Mrs. Pat Dickinson, Mr. Bob Loughry, and Dr. Michael Fultz.

Attorney Larry Rowe called the meeting to order, Atty. Rowe moved to included in the agenda the Election for Chairperson of the Recruitment and Retention Committee for AY 2011-12. Seconded by Mr. Chris Jackson, motion carried.

Mr. Bryce Casto opened the floor for nominees for Chairperson of said committee. Attorney Larry Rowe recommended that the nominee, for Chairperson be that of Mr. William W. Lipscomb. The recommendation was seconded by Mr. Chris Jackson. The motion carried. There were no other nominations from the floor. It was also properly moved by Attorney Larry Rowe, that Mr. William W. Lipscomb be the new Chairperson for the Recruitment and Retention Committee for AY 2011-12. Seconded by Mr. Chris Jackson, motion carried.

Mr. William Lipscomb took over the meeting and asked if there were any questions or anything that needed to be addressed from the minutes of the previous meeting. There were none. Atty. Larry Rowe moved to approve the minutes as presented. Mr. William Lipscomb so moved, and seconded by Mr. Chris Jackson.

Standing Reports

Admission and Registration Procedures to Assure Full Number of Conditional Students are Admitted as Allowed by HEPC Policy – Ms. Trina Sweeney

Report is as follows:

Application totals (as of 9/14/11)

- 2859 Fall Applications Processed
 - 1346 Accepted
 - 335 Rejected
 - 1178 Pending
- Spring Admissions Deadline
 - December 15, 2011
- Conditional Admissions
 - 7% Conditionally admitted for Fall 2011 (percentage dropped due to non-payment)
 - 10% Allowable (Within Series 23 of the Higher Education Policy Commission)
 - Ms. Sweeney presented a hand-out that explained the Conditionally Admitted work process
 - Mailings
 - Pending
 - Counselor Mailing
 - Church Mailing
 - GED and Job Corp Mailings
- Counselor Day
 - September 14, 2011
 - Serving Lunch
- Recruiting Schedule
 - Ravenswood & Ripley High Schools
 - Wirt & Calhoun Counties
 - Poca & Buffalo High Schools
 - McDowell & Mercer Counties
 - Greenbrier County
 - Charleston Job Corp

Mr. Bob Loughry asked if the conditional students have to pay a non-refundable deposit in addition to the admissions application fee. The answer was no. The deposit would then hold a seat for the conditional student.

There was an effort made by Computer Services who made up to 400 calls to the students that had not met their financial obligation to the University which was quite impressive.

Recruitment Efforts this fall for KVCTC students, Out-of-State Residents, Conditional Students, and Local Students Outside of Kanawha County – Mr. Chris Jackson:

In Reference to Recruitment Out-of-state and In-state:

Out-of-State we participated in the National Job-Corps Service College Fair, HBCU College Fair Tour of the East Coast to include: Georgia, North Carolina, Pennsylvania, Ohio, New York, New Jersey, Maryland, Virginia and Michigan. Between the months of September and November the Recruiting Officers will have attended roughly 15 college-fairs.

The Recruiting Officers just returned from Marietta, Ohio one of the more populated Metro-Tuition areas in Ohio, where they spoke to roughly 60 students from several counties.

In-State with the exception of Kanawha County, we participated in the WV Road-Runners College Tour which covered roughly the entire state of West Virginia. Through-out the months of September through November, the Recruiting Officers will have attended roughly 25 fairs that will have been held at each college or university in this area, or at their local high school. They service high school seniors, juniors, and/or Community Technical College students. This year they are going to try to get a booth at the KVCTC to recruit students to WVSU. At these fairs they will talk-up the WVSU Opportunity Scholarship.

We have had more success with the students coming out of the Metro DC area. When we build our new student housing, we know that it will have an opportunity to explode with the admission of students.

On September 14th, our Recruiting and Admissions team had a counseling session held here on campus which turned out fantastic. It was an amazing success.

RFP Housing – Mr. Bryce Casto for Mrs. Janis Bennett

We asked for an Independent Demand Study on the Housing Project - We received three bids:

1. Montra, LLC of Miami, Florida was the successful bidder at \$20,500
2. DunLevy, LLC at \$55,120
3. Anderson, Strickland, LLC at \$99,025

All firms met the technical specifications.

Montra has been engaged with us and want to be involved with WV State. We are confident they can do the work, and the contract has been engaged, and they will hopefully begin the study around mid-November.

We are looking for an affirmation that new housing is required on this campus, and we will likely receive the affirmation by the end of the semester.

RFP Marketing – Mr. Bob Loughry

In order to generate new prospects to WVSU we have done the following:

- We have updated the New Book. We have purchased a mailing list of approximately every household in the State of WV that has a child between the ages of 15 & 18. With an annual income under \$75,000 a year.
- The list is about 30,000. We are looking at doing a direct mail piece, and then follow-up with a letter to generate new prospects on a state-wide level.

The RFP for Marketing was initiated:

- Evaluating our structure and how we market ourselves, all the way through deliverables, and then measurements.
- We began with seven firms, narrowed this to the top three based on our scoring criteria.
- One firm from Albany, New York, and the other two firms from Washington, DC area.
- The best firm that we saw was: the \$88,000 bid. The middle range came in at: \$341,000 and the highest, was \$368,000.

- This cost is to do the research only, this does not include the cost to print brochures, etc., if they recommend that we print a brochure, we still have to pay for the cost of printing the brochures, mailing, etc.
- We need the research on why students are not coming to 'State and why they are going to our competitors. These companies can tell us why, but it will cost. The scope of work is extensive research.
- If we have a budget, they will say here is your message, and this is how you should relay it.
- Mr. Loughry needs to get back to the lowest bidder and let them know where we stand with their offer.
- The next phase will be to secure the finance.

New Business

Yellow Jacket Issue - Mr. Kris Casdorph

- The student newspaper issue – there has been a work stoppage due to no finance to continue the school newspaper.
- Kris and his staff are trying to come up with a way to move the Yellow Jacket on line.
- In order to save costs, they would like to move their printing to in-house. The university has an excellent print shop that turns out terrific work.
- Our graphic design editor is graduating and leaving, and we need to get on the ball with a replacement in this capacity.
- We need to get some answer to getting our newspaper issued on line.
- The Provost is working on the budget issues to see if it is able to continue with the school newspaper.

Tuition Stability Proposal – Mr. Bryce Casto

The Administration is looking into a concept that has a tuition stability proposal:

- If the student could stay continuously enrolled full-time their tuition would be locked in at the same net charge for tuition and fees throughout their school term, as long as the student remained a full-time student.
- It is believed that this concept would promote retention of students and persistence until graduation.

Meeting adjourned 12:45pm.

Respectfully submitted,
Fatiema J. Wilkerson
Recorder

WVSU BOARD OF GOVERNORS MEETING
INSTITUTIONAL ADVANCEMENT COMMITTEE

Wednesday, November 9, 2011

3:00 to 4:30
113 Ferrell Hall

AGENDA

- I. Presentations on Research and Development Corporation and Land Grant Programs
- II. Brief Review of Campus Plan, Housing Needs and Fleming Hall Construction
- III. Brief Update of the Strategic Plan
- IV. Fundraising Updates
- V. Legislative Initiatives

WVSU BOARD OF GOVERNORS MEETING

INSTITUTIONAL ADVANCEMENT COMMITTEE

September 22, 2011

Note: Due to time constraints, Institutional Advancement reported out during the Board of Governors meeting.

- I. **Attendance:** Chairman Larry L. Rowe, Governors Gary Swingle, Tom Guetzloff, William Lipscomb, Dr. John Thralls, Larry Salyers, Dr. Ann B. Smith and Tom Susman.
Institutional Advancement Staff: Dr. John M. Berry, Jonathan Adler, Aileen McKnight and Janie Hill.
- II. **Welcome and approval of the agenda from Chairman Rowe:**
Strategic Plan Status Report
WVSU Campaign
- III. **Reports on agenda items:**

A. **Strategic Plan: Dr. Barry Pelphrey, Office of Institutional Effectiveness**

Dr. Pelphrey stated that during the June 23, 2011 regular Board of Governors meeting, the Board asked for additional stakeholder input regarding the 2011-2013 Strategic Plans. Dr. Pelphrey provided feedback and comments from the Faculty, Student, Invitation, Staff and internet forums. This extensive complete document may be obtained from Dr. Pelphrey.

Dr. Pelphrey highlighted some key components of the report, including:

The "overarching stakeholder input themes to-date":

- New Student Housing
- Specific programs and activities to serve commuter students
- Textbook cost committee
- Better job of advertising (Brand Marketing)
- More Online course offering
- Correcting document to reflect changes in organization structure
- Including cost information
- More donations (Fundraising Campaign)
- Better electronic infrastructure
- Revise mission statement

To obtain the data, Dr. Pelphrey met with faculty, staff, community members, business leaders, and students. In addition, he also utilized internet forums for comments. Jennifer Goddard, Senior Consultant with Ann Green Communications also facilitated meetings with the various constituency groups. Based on her feedback from faculty, Ms. Goddard encouraged the leadership at WVSU to explore the development of Shawnee Park as a University facility and to engage Georgette George and Mildred Holt in these discussions. These two well-known community leaders and strong advocates for the University attended one of the community sessions.

B. Board of Governors feedback:

1. It was emphasized by Chairman Rowe that the Strategic Plan document could be changed by faculty and students with additions, etc. at any time, even if adopted today.
2. Dr. Pelphrey stated that he/his office would act in a timely manner; progress reports would be made; the Board of Governors will be receiving monthly reports on progress on the goals and strategies; reports on target dates will be available soon in the Strategic Plan.
3. Governor Swingle had concerns on the lack of input from the community (2 in attendance at the Marriott; 3 at WVSU). However, WVSU placed a large ad in the local newspaper announcing the Strategic Planning forums for input.
4. Governor Guetzloff had questions regarding the new draft and that those accountable would be identified. Chairman Rowe stated that this accountability component will be included and identified by October 1, 2011.
5. Motion was made to authorize WVSU's administration to proceed with the items identified in the Strategic Plan. Governor Swingle. Motion seconded by Governor Guetzloff. Motion carried.

C. WVSU Campaign: Dr. John M. Berry, Vice President, Institutional Advancement

Dr. Berry presented recent checks to Chairman Rowe. Chairman Rowe shared the positive news that WVSU had received the following amounts: Dow Chemical Company, \$50,000.00 and the Maier Foundation, \$50,000.00.

Dr. Berry presented the WVSU Foundation Campaign Giving Report:

Revenue FY12 – July 1, 2011 to Present: \$160,750.75

Dr. Thralls addressed the concept of good university relationships in the Strategic Plan and stated that the KVCTC will be working closely with WVSU. Stated that Chancellor Noland had said, in the budget for the next fiscal year, 1.6 million had been added to our share of the funds from the KVCTC departure from WVSU.

Continued discussion regarding the Strategic Plan:

- HEPC Chancellor Noland requesting a written contract with the Research and Development Corporation, documents to comply with the legislative audit.
- Continued work and involvement with the WV Legislature and Kanawha County Commission.
- Campus Master Plan (Fleming Hall, Media Center in Charleston, New Student Housing)

IV. Adjournment

Motion to adjourn. Governor Swingle. Motion seconded by Governor Guetzloff.
Motion carried.

Submitted by Janie Hill _____ 6/23/11



**West Virginia State University Board of Governors Meeting
November 10, 2011**

ITEM: Approval to contract with a consulting firm for the Presidential search

ADMINISTRATIVE AREA: Personnel Committee of the Board of Governors

RECOMMENDED ACTION: That the Board of Governors approve the selection of the consulting firm for identifying candidates for the presidency of WVSU

PRESENTER: Governor L. Vincent Williams, Chair
Personnel Committee of the Board of Governors

BACKGROUND:

The West Virginia Higher Education Policy Commission (WVHEPC) Policy Series 5-Guidelines for Governing Boards in Employing and Evaluating Presidents, Effective Date – May 14, 2009, provides in section 2.5 that "...the governing board may enter into a contract with a consultant or executive search firm to identify potential candidates in addition to those who have applied or been nominated or to assist in the search."

A Request for Proposal was developed, sent to twenty-seven (27) consulting firms, and properly publicized in local newspapers and national publications. Bids were received and opened on October 25, 2011. After evaluation of the bids, the Personnel Committee of this Board makes a recommendation to the full Board to contract with one of the consulting firms.

