

West Virginia State University Board of Governors Meeting  
Institutional Advancement Committee  
November 11, 2011

**Attendance:** Chairman Larry L. Rowe, Governors Gary Swingle, Tom Guetzloff, Dr. Ann B. Smith, Millie Booker, Tom Susman, Dr. John Thralls, L. Vincent Williams, Esq.; Dr. John M. Berry; Dr. Barry Pelphrey; Dr. Orlando F. McMeans; Brunetta Dillard; S. Bryce Casto; Melvin Jones; Jonathan Adler; Janie Hill.

The meeting was called to order by Chairman Larry L. Rowe at 3:10 p.m.

I. Land-Grant and the Research and Development Corporation: Dr. Orlando McMeans

Dr. McMeans presented an extensive overview of the West Virginia State University Research and Development Corporation, Title III Funding and Land-Grant Programs.

Included in his presentation: History; Staffing; Purpose of the Corporation; Board of Directors; Officers of the Corporation; Graph of Summary Grants and Contracts Operating Revenues by Source; Benefits of R & D Corporation; Title III Part B, Strengthening Historically Black Colleges & Universities Program explanation; Title III Part B Institutions in United States; Allowable Grant activities; WVSU Title III Support; Land Grant Programs at WVSU; Second Morrill Act ; 1890 Institutions; WVSU Land-Grant Chronological Developments; Land-Grant Funding; Organizational structure of WVSU Gus R. Douglass Land-Grant Institute; WVSU Extension Service (WV locations); Center for the Advancement of Science, Technology, Engineering, and Mathematics (CASTEM), Agricultural and Environmental Research Station; Funding Summary for Gus R. Douglass Land-Grant Institute from 1999-2011; staffing; funding. **(Printouts of specific information may be obtained from Dr. McMeans).**

**Discussion and comments:**

Brunetta Dillard has been Executive Director of R & D Corporation for 3 years; R & D Corporation Acts on behalf of University; Employ undergraduate & graduate students; 1.9 million dollars annually from state; for every dollar, generate 5.5 dollars; Land-Grant money cannot be used for everything, has restrictions & is earmarked; may take cut on WVSU Extension Services in next fiscal year, 2012; WVSU Extension Service is very popular with WV southern counties, with nutrition having a large demand; Governor Susman recommended that we educate the WV Legislature about the history, purpose, etc. of Land-Grant; Regarding employment flexibility, Governor Susman asked if researchers are paid for classroom time, also. Dr. McMeans stated that yes, they are;

liability management – receive BRIM coverage through the state of WV; Pell Grants, Phase I Data Report criteria will be given to Chairman Rowe by Brunetta Dillard for tomorrow’s meeting; per Brunetta Dillard, there are no issues with the federal government regarding how the money is used, we are on track; Approximately 70% of funding in category of Personnel (Student Affairs, Institutional Development and Academic Affairs), however 4 to 5 years ago, that figure was 100%, due mainly to student population formula.

Dr. McMeans stated that we will see a drop in funding – see State Funding Chart in his printout) Governor Susman inquired on availability of federal grants – agriculture, defense and education. We could work in conjunction with Marshall University, “Bucks for Brains” program. Dr. McMeans stated that we are starting this discussion now with Marshall University and WVU.

II. WVSU Housing Development Study: Bryce Casto, Vice President, Student Affairs

Mr. Casto presented the following information:

The Housing Development Study is proceeding very well. Mantra, LLC of Miami, Florida is conducting the Study. Focus group meetings, which were very well attended by students and other campus personnel, were held the week of October 24, 2011. Mantra clearly indicated that we have a significant need for new housing in their exit conference with WVSU administrators. Campus cooperation in getting requested information to Mantra has been optimal. Especially notable is the cooperation from Finance, Physical Facilities and Residence Life. Mantra indicated that they aspire to deliver the completed demand study earlier than the December 14, 2011 contractual completion date.

Two challenges that are emerging in the completion of the demand study are our Timeline and the existing covenant on the Bonds on Dawson Hall.

- (A) Timeline: Mantras, as well as two other prospective developers, are saying that an August 2013 opening date is “tight”. They are not saying that it is impossible, but that there is little “wiggle room”. We may need to modify it depending upon what is determined in the demand study. One developer indicated to Mr. Casto that it is his opinion that we will likely need to build more than one hall. That will also likely affect the timeline, perhaps to the good, as it may allow for some phasing efficiencies. We will need to see what the professionals advise. These buildings go up rather quickly once construction begins.
- (B) The Bond covenant on Dawson Hall presents some challenges. The Bond contains a provision about “competing” housing interests on campus being prohibited. It also contains a provision about all housing revenues being pledged to secure the bond.

This loan is part of the U.S. Department of Education's HBCU Capital Financing Program. It is the opinion of Mr. Casto that it is a very restrictive loan program. Details are available at this link:

<http://www2.ed.gov/programs/hbcucapfinance/awards.html#97>. Mantra, whose CEO is an attorney, is working on possible solutions. The WVSU Finance Division is also assisting them in this matter.

**Discussion and comments:**

Governor Swingle inquired about the Foundation's involvement with the Housing Study and requested that the Foundation remain informed.

Governor Susman stressed the importance of keeping the WV Higher Education Policy Commission involved and informed on all aspects of the Housing Study.

III. WVSU Strategic Plan: Dr. Barry Pelphrey, Coordinator, Institutional Effectiveness

Dr. Pelphrey stated that this was the first full report and that over fifty individuals had been involved with reporting. He presented the Strategic Plan October Summary representing progress, completeness and effectiveness pertaining to the seven (7) University Strategic Goals with strategies: (1) Develop at least ten focused programs that will ensure student academic success and thereby increase retention and graduation rates (2) Invest in strategic marketing to create and convey a compelling brand identity (3) Engage in long-term, sustained philanthropic success (4) Grow enrollment by at least 3% per year and increase graduation rate by at least 2% per year through planning and execution of a focused enrollment management campaign (5) Develop a university-wide research agenda that furthers WVSU's reputation for scholarship and academic excellence. (6) Develop at least four Academic Centers of Excellence that are widely recognized and held in high esteem by external stakeholders and the public at large (7) Implement a program of enhanced engagement with constituents in the Greater Kanawha Valley. **(Printouts of graphs and further information may be obtained from Dr. Pelphrey)**

IV. WVSU Fundraising: Dr. John M.. Berry, Vice President, Institutional Advancement

Dr. John Berry presented information on: (1) Organizational chart (2) Institution Advancement budget (3) Budget reports from other schools (4) Campaign budget (5) Institutional Advancement staff trip to China (6) Bill Patterson billable hours (7) Eva Jones contract, billable hours and letter to end her contract (8) Jessica Carter contract,

billable hours and letter to end her contract (9) Contracts for Ruffalo Cody old and new amount that was contracted (10) Iwave contract and Harris Connect. **(Printouts of specific information may be obtained from Dr. Berry)**

**Discussion and comments:**

Governors Rowe, Susman and Swingle asked for clarification on Institutional Advancement expenditures, stating that it could be further discussed in Finance Committee tomorrow. Clarifications from Dr. Berry regarding the operating budget and cuts, staffing, budgets and staffing at other WV colleges and universities, Alumni Affairs inclusion in Institutional Advancement budget, staff trip to China, ROI on Campaign expenses for raising 1.3 million, the Foundation's involvement, preparations for launching the 1891 Annual Fund Campaign, contractual agreements with prospect research companies, and RFP's and compliance with all WV State laws.

Dr. Berry will provide Governor Susman with the requested copies of the sole source justification for Bill Patterson and information pertaining to the Ruffalo Cody contract.

**Due to time constraints, Legislative initiatives updates were not presented by Jonathan Adler, Assistant Vice President, Institutional Advancement.**

Chairman Rowe moved to adjourn at 4:50 p.m.