

West Virginia State University Board of Governors Meeting
University Advancement Committee
Erickson Alumni Center, Weisberg Lounge
April 25, 2013

1. **Call to Order and Roll Call:** The meeting of the West Virginia State University (WVSU) Board of Governors (BOG)/Institutional Advancement Committee was called to order at 8:00 a.m. by Chairman Larry L. Rowe.

Present: Chairman Larry L. Rowe; Gov. Tom Guetzloff; Gov. Gary Swingle; Gov. Paul Konstanty; Gov. Billy Lipscomb; Faculty and staff attending: Dr. Brian Hemphill; Patricia Schumann; Dr. Donna Simon; Adam Neal; Chris Price and Maria Drake.

2. **Approval of Agenda and Minutes:**

The Agenda and the Minutes were approved as presented.

3. **University Advancement Recommendations and Reports:**

Creating a Year-Round Annual Giving Program

3.1 Annual Cycle—Chris Price

As we move into the next fiscal year, a year-round annual giving program will be implemented. A draft of the schedule of appeals was distributed and is attached.

3.2 Targets for this Year Fiscal Year Giving Program—Chris Price

The goals for this year are to attract \$ 3 million in gifts and commitments and to have 1000 donors. The financial goal must be met with major gift commitments, and a number of proposals are under consideration by prospective donors. The goal of 1000 donors is a stretch for us as we had a total of just 377 donors last year; this year we have nearly doubled that number, with 623 donors so far this year. We hope to attract the additional donors needed through the fiscal year end appeal, which is being sent to 15,000 constituents. We are also initiating a senior class challenge to encourage our new graduates to become donors; class giving will be recognized on engraved bricks on the new Convocation Center plaza. In the coming year we will be focusing on student engagement in philanthropy throughout the year.

Progress on Fundraising Infrastructure:

3.3 Technology--Adam Neal

Progress with database cleanup is continuing, with Adam Neal and Amanda Downs working with a consultant from Blackbaud on improving data integrity and managing the import of new information gained from the alumni directory and other research projects. We are on track to launch the Alumni Net Community this summer. Features will include online giving, event registration and membership dues, social media, tracking interest and online activity of alumni, event calendar. Database cleanup and the launch of Net Community should be complete by July 1, 2013.

3.4 Staff—Pat Schumann

In addition to Chris Price and Adam Neal, Carl Lee transferred to University Advancement in January to become Director of Development - Athletics. The Director of Advancement Services position will be reposted soon, to be filled in July.

3.5 Volunteer Leadership—Pat Schumann

Fundraising efforts are being enhanced by the volunteer efforts of the Campaign Steering Committee under the leadership of Diane Strong and Eric Coleman. The WVSU Foundation Board of Directors has just established 5 new committees and is becoming more actively engaged in fundraising as well as strengthening the Foundation's policies and business practices. We are also working actively with the National Alumni Association Executive Board to strengthen the engagement of alumni in support of the University.

4. Adjournment.

Submitted by:
Maria Drake
05/17/2013

WVSU Office of University Advancement
FY 2014 Annual Fund Calendar

	E-Solicitation	Direct Mail	Phone Solicitation	Personal Solicitation	Other Communications & Activities
July 2013		<ul style="list-style-type: none"> Solicitations sent to 50th Class Year Reunion for 2014 Reunion Giving Campaign 			<ul style="list-style-type: none"> Advancement Retreat Launch Net Community
August 2013					<ul style="list-style-type: none"> Annual Report—Distribute prior to first Appeal
September 2013		<ul style="list-style-type: none"> Annual Fund Appeal #1 Introduce New Giving Societies 			
October 2013			<ul style="list-style-type: none"> Fall Phonathon 21-31 		<ul style="list-style-type: none"> Homecoming President's Circle reception
November 2013		<ul style="list-style-type: none"> Annual Fund Appeal #2—Year-end giving 	<ul style="list-style-type: none"> Fall Phonathon 1-8 	<ul style="list-style-type: none"> Begin soliciting corporate sponsors for Black & Gold Gala 	<ul style="list-style-type: none"> WVSU Foundation Bulletin mailed to donors and posted on website Fall Thankathon—Students
December 2013					<ul style="list-style-type: none"> University Holiday Card
January 2014		<ul style="list-style-type: none"> Mail invitations to Black & Gold Gala 			
February 2014				<ul style="list-style-type: none"> Solicit corporate sponsors for Black & Gold Gala 	<ul style="list-style-type: none"> WVSU Foundation Bulletin mailed to donors and posted on website
March 2014		<ul style="list-style-type: none"> Annual Fund Appeal #3—Donor renewals, lapsed retention, and upgrades 		<ul style="list-style-type: none"> Solicit corporate sponsors for Black & Gold Gala 	
April 2014	<ul style="list-style-type: none"> Senior Class Challenge 				<ul style="list-style-type: none"> Black & Gold Gala WVSU Foundation Bulletin mailed to donors and posted on website
May 2014		<ul style="list-style-type: none"> Annual Fund Appeal #4—Fiscal year-end 			
June 2014	<ul style="list-style-type: none"> Follow-up to fiscal year-end appeal 		<ul style="list-style-type: none"> Follow-up to fiscal year-end appeal 		

West Virginia State University Board of Governors
Minutes of Academic Policies Committee Meeting
Erickson Alumni Center, Grand Hall
April 25, 2013
8:45 a.m. – 10:40 a.m.

1. Call to Order and Roll Call

Committee Chair Dr. John Thralls called the meeting to order on Thursday, April 25, 2013, in the Grand Hall of the Erickson Alumni Center on the campus of West Virginia State University. Those Committee members attending in addition to Chairman Thralls included: Dr. Tom Guetzloff, Attorney Paul Konstanty, Mr. William Lipscomb, Attorney Larry Rowe, and Dr. Ann Smith. Others present were: Dr. R. Charles Byers, Dr. Michael Fultz, Dr. Katherine Harper, Dr. Brian Hemphill, Dr. Lois Lucas, Dr. Manashi Ray, Dr. Donna Simon, Mr. Scotty White, and Professor Deborah Williams.

2. Verification of Appropriate Notice of Public Meeting

Dr. Thralls verified that Appropriate Notice of this Public Meeting had been posted.

3. Review and Approval of Agenda

An additional item – 5.3 – was added to the agenda: Business Administration Energy Management Option – Information. With that change, Dr. Guetzloff made a motion that the agenda be accepted, Dr. Smith seconded the motion and it passed.

4. Review and Approval of Minutes of Previous Meeting

Dr. Guetzloff made a motion that the minutes of March 7, 2013 meeting be approved, Mr. Konstanty seconded the motion and it passed.

5. University Recommendations and Reports

Dr. Thralls noted that the Program Review recommendations are to be distributed to Committee members in advance of the meeting.

5.1 Comprehensive Program Review report – Department of Business Administration

- Dr. Byers shared with the group that this program
 - has a large number of students enrolled in the major,
 - has a large number of graduates annually,
 - has incorporated assessment into their curriculum, and
 - has made classes available to students at a variety of class times and in on-line formats.
- With a large number of employed, non-traditional students, the Department has sought to make the degree program accessible to them.

- The recommendation from the Program Review Committee, affirmed by Dr. Byers was #1: Continuation of the program at the current level of activity without specific action. Among comments regarding the Review were:
- ACBSP, the external accrediting agency for the Department, would like the Department to have one Ph.D. in each area of concentration – except in Accounting where CPAs are acceptable.
- The question was asked how close the program is to having an online business program. It was noted there is a strong interest on the part of some faculty to eventually achieve that but the biggest hurdle now is general education; possibly may achieve an online program in 2 years.
- Inquiry was made that if we added 50 students, could this department accommodate them. The response was that the department has the capacity to add students to its classes.
- Dr. Thralls asked Dr. Simon where we are on selecting an Assessment Coordinator. She responded we received a pool of applicants earlier in the week. She said she envisioned the candidate would be able to help us on a broader scale of assistance in more than just assessment. A selection committee will be formed soon.
- Dr. Smith made a motion that the recommendation presented be accepted, Attorney Rowe seconded the motion.
- Dr. Guetzloff said he would like to see a follow-up report on assessment in two-three years. Attorney Rowe asked if the report could be informal. Professor Williams noted there will be a report compiled for assessment for ACBSP.
- The motion passed.

5.2 Comprehensive Program Review report – Department of Sociology

Dr. Byers told the group that the Sociology Program Review

- shows a program that has sought to revitalize its degree offering and to attract more majors by updating its curriculum.
- The Department of Sociology has a well-defined assessment plan which has been implemented in their Senior Seminar course and they have plans for wider implementation at other points in their program.
- A strength of the program is that it reflects the mission of this institution and its commitment to the “living laboratory of human relations.”
- The Recommendation from the Program Review Committee, with which Dr. Byers concurred, was #1: Continuation of the program at the current level of activity with specific action; that specific action was a follow-up report due December 1, 2015, reflecting analysis of the assessment data collected and its impact on the Sociology program.
- It was noted an advisory committee was in place but not meeting. Their importance was emphasized as well as their necessity for reaffirmation of our accreditation.
- Dr. Guetzloff made a motion that the recommendation be accepted, Dr. Smith seconded the motion and it passed.

5.3 Business Administration Energy Management Option – Information

In recognition of the opportunities in energy within this region, the Colleges of Business & Social Sciences and of Natural Sciences & Mathematics have collaborated to develop a new option for the Business Administration degree – an option in energy management.

- Dr. Katherine Harper, Dean of the College of Natural Sciences & Mathematics, shared the draft curriculum with the group.
- The curriculum has a heavy science focus to prepare managers for the industry.
- It was noted this option was innovative and greatly needed in our area.
- Dr. Hemphill said in recruiting students, we are focusing on students who have expressed an interest in these new fields and we are pitching those programs in our recruiting efforts.
- Dr. Thralls pointed out this is a new area within an existing program using many existing resources which makes it a win/win.
- Attorney Rowe made a motion that this Committee expresses its strong support for the energy management option, Dr. Guetzloff seconded the motion and it passed.

Dr. Byers announced to the group that aspiring graduate Cordero Davis in our Department of Communications & Media Studies has been selected to participate in the Ameson Year in China program for the 2013-2014 academic year. He is the only participant from the state of West Virginia to be chosen for this program which will provide him a year of living, studying and teaching in China. He will have regular classes on the Chinese language and culture to give him a better understanding of this large and important nation.

6. Next Meeting Date: Thursday, June 13, 2013

7. Adjournment: Dr. Guetzloff moved that the meeting be adjourned, Dr. Smith seconded the motion and it passed.

Respectfully submitted,

Patricia M. Shafer, MBA/CPA

**West Virginia State University
Board of Governors Meeting
Recruitment and Retention Committee
April 25, 2013
Erickson Alumni Center, Weisberg Lounge**

- I. Call to Order and Roll Call: The meeting of the West Virginia State University (WVSU) Board of Governor's (BOG) Recruitment and Retention Committee was called to order at 10:45 a.m., by Chairperson, William Lipscomb.

Present:

Governor Scotty White, Governor Paul Konstanty, Governor Larry L. Rowe, Governor Ann Brothers Smith, President Brian O. Hemphill, and Governor Millie Booker. *Ex officio* attendees included: Ms. Katherine McCarthy, Mr. Joseph Oden, Jr., Dr. Micheal Fultz, Dr. Donna Simon, Ms. Amanda Anderson, Mr. L. Vincent Williams, and Dr. John Thralls.

- II. Verification of Appropriate Notice of Public Meeting was noted.
- III. Review and approval of the agenda was made by the Chairperson. There was a motion made by Governor Ann Brothers Smith to approve the agenda, and seconded by Governor Paul Konstanty. Motion carried.
- IV. Review and approval of minutes as presented was also made by the Chairperson. There was a motion to approve the minutes by Governor Ann Brothers Smith, and seconded by Governor Paul Konstanty. Motion carried.
- V. University Recommendations and Reports:
- A. Retention Update – Dr. T. Ramon Stuart reported:
 - 1. During the spring semester, we had a total of 816 students receive at least one mid-term grade of F.
 - 2. Several students (n = 163) have an overall GPA below 1.99.
 - B. We personalized outreach to the 816 students and 400 plus students responded.
 - C. Students visited Academic Affairs and asked what they could do to improve their efforts.
 - D. Student Support Services had a list of students that needed one-on-one contact.
 - E. 284 freshmen attended in the fall.
 - F. 268 freshmen attended this spring.
 - G. 94% freshman first to second semester retention rate.

H. The overall GPA of the freshman class is 2.47.

I. Most students are completing 13 credit hours, which we are hoping to raise to 15 credit hours.

J. 28% are below the 1.99 GPA, and retention efforts are in place.

Question – Governor Rowe:

Regarding 28% of the students, it looks as though the retention was about 6% off the fall to spring semester leaving about 16 to 17 percent in the game. What is the student's status if they do not make at least a 2.00 GPA in their first semester?

Answer – Dr. Stuart:

We need to look at the students' ratio of taking classes to passing classes. Dr. Stuart looks at the students GPA individually. A student could potentially go on academic probation after the second semester for consistent grade decline (below 2.0 GPA).

For our students, it is not as much the academic probation that they have to worry about, but the financial aid.

Question – Governor Rowe:

Of the 28% percent, how many are not attending in the fall?

Answer – Dr. Stuart:

Once the final data is recorded, he will be able to provide the answer to that question.

K. Dr. Stuart is working with Mrs. Bobby Seyedmonir, who is an expert in research design and is over the University's Center-for-on-Line Learning. Mrs. Seyedmonir and Dr. Stuart have discussed factors that would quantify students as high, medium, or low risk; then implement targeted outreach for high risk students as they arrive on campus.

L. As the Enrollment Management and Student Affairs VP and Admissions Director are getting students to commit early, we will be able to use some of this information to run meaningful analysis so that we can begin working with the student August 1, 2013 as opposed to September 1, 2013.

Question - Governor Rowe:

Is there any way to identify those students who are very low performers in high school prior to admittance?

Answer – Dr. Stuart:

There are certain factors the literature suggests we can examine, such as:

- Socioeconomic status
- Activities in high school
- High school GPA
- ACT or SAT scores

A regression analysis could be conducted to see what the data suggests.

M. Recruitment Update – Ms. Katherine McCarthy

1. Utilizing Excel to track prospects
2. We have released an RFP that will allow us to look at vendors that will offer a customer relationship management solution to connect with our student information system, Banner
3. 4000 inquiries in our Excel System
4. 45% of our inquiries are from students in WV
5. Looked at a series of inquiry sources
6. Athletics inquiries are new
7. College fair is popular
8. We have our own on-line inquiry form
9. For students who send us their test scores, ACT and SAT, we send a message regarding how you apply
10. Applications this fall:
 - a. We are about 25% ahead in freshman applications
 - b. 1836 for fall 2013, compared to 1467 for fall 2012
11. In-state vs out-of-state freshman applications:
 - a. 880 In-state applications compared to 737 a year ago
 - b. 956 out-of-state applications compared to 730 a year ago
12. In Kanawha County: 408 compared to 278 last year
13. In Putnam County: 138 compared to 50 last year
14. Other WV: 327 compared to 159 last year
15. Staff has been regularly visiting high schools and working with seniors to complete and submit their applications.
16. Area schools that are on a watch-list and require more outreach efforts.

N. Admits

1. We respond quickly when students apply; ideally a 24-hour-turn around
2. We are augmenting procedures to allow us to make earlier offers to Series 23 students
3. Admits are at 711, compared to 339 for fall 2012.
4. The first fall 2013 Orientation Registration this past Saturday and there were 7 students out of the 55 who attended; possible indication that they will come in the fall.
5. Our In-state admits – 432; compared to 206
6. Out of state admits – 282; compared to 137
7. Currently, we have 159 freshman confirmations for fall 2013
8. Late applications are very important; we are encouraging those students to complete the work process
9. Our Transfer applications are a little bit behind; 183 compared to 215

10. We had our first On-the-Spot Decision Day at Southern WVCTC; we plan to make this a regular event
11. We plan to visit Bridgemont and Kanawha Valley CTC
12. We are using a more direct personal approach with our transfer students.

O. Building a Visit Culture

1. Initiated an Open House Program:
 - a. Held our first Admitted Student Day on April 13
 - b. 42 admitted students in attendance
 - c. 7 enrollment confirmations
2. Started an Individual Student Visit Day
 - a. Answered students' questions
 - b. Since March 29, we hosted 21 individual student's visits that brought 55 guests with them

P. Financial Aid

1. 250 freshman awards are out
2. Returning students' packages are being prepared
3. Awarded scholarships to newly admitted students
 - a. 224 offers are out
 - b. 54 of our confirmed students are scholarship recipients

VI. President Hemphill announced that as of April 24, 2013, Ms. Katherine McCarthy was officially named the Vice President for Enrollment Management and Student Affairs.

VII. Mr. Scotty White made a motion to adjourn the meeting; seconded by Governor Rowe. Meeting adjourned at 11:28 a.m.

Recorder,
Fatiema Wilkerson

**West Virginia State University
Board of Governors
Finance Committee
Meeting Minutes
April 25, 2013**

- I. **Roll Call and Call to Order:** Governor Larry Salyers called the meeting of the West Virginia State University Board of Governors Finance Committee to order at 12:40 p.m.
- II. **Review and Approval of Agenda:** Motion was made by Governor Susman and seconded by Governor Booker. The motion passed.
- III. **Review and Approval of Minutes of Previous Meetings:**
Motion was made by Governor Rowe and seconded by Governor Swingle. The Minutes were approved by the committee.
- IV. **Present:** Governor Millie Booker, Governor Larry Rowe, Governor Tom Susman, Governor Gary Swingle and Governor Vince Williams. Other board members present were Governor Thomas Guetzloff, Governor Paul Konstanty, Governor William Lipscomb, Governor Ann Smith, Governor John Thralls and Governor Scotty White. Dr. Hemphill and several members of the administration, faculty, and staff were present.
- V. **University Recommendations and Reports**
 - **Financial Reports, March 2013**

The E & G Report lists actual revenues and expenditures through March 31, 2013. According to the E & G Report, we collected 75% of revenue and expended 68% of the expenditure budget. The Auxiliary Account has a deficit of (\$85,434) as of the end of March.
 - **FY14 Fee Schedule**

Fee Schedules were discussed and compared with other institutions. A correction was noted that the annual tuition for in-state students for 2012-2013 is \$5,442, the third lowest in the state. FY 2013-14 the proposed and tuition fees increases by 8.99%.

Governor Swingle recommended and Governor Susman seconded the motion to accept the Commuter Plan as a separate item and move to the full Board and the motion was accepted.

Governor Williams made a motion and Governor Swingle seconded to accept the tuition fees. The recommendation was approved by the Finance Committee.

- **FY14 Budget Proposal**

Governor Swingle recommended and Governor William seconded the motion to accept the Budget Proposal for FY14 and the motion was accepted.

VI. The next meeting date is June 13, 2013.

VII. With the business meeting concluded, the meeting adjourned at 2:05 p.m.

Respectfully Submitted

Belinda W. Silas
Office Administrator

**West Virginia State University
Board of Governors
Audit Committee
Meeting Minutes
April 25, 2013**

- I. **Roll Call and Call to Order:** Governor Vince Williams, Chair called the meeting of the West Virginia State University Board of Governors Audit Committee to order at 11:32a.m.

- II. **Review and Approval of Agenda:**
The committee approved the Agenda.

- III. **Review and Approval of Minutes of Previous Meeting:**
The committee reviewed, and approved Minutes.

- IV. **Present:** Governor Millie Booker, Governor Larry Rowe, Governor Larry Salyers, Governor Tom Susman, Governor Gary Swingle. Other board members present were Governor Thomas Guetzloff, Governor Paul Konstanty, Governor William Lipscomb, Governor Ann Smith, Governor John Thralls and Governor Scotty White. Dr. Hemphill and several members of the administration, faculty, and staff were present.

- V. **University Recommendations and Reports:**
 - **Internal Review of Inventory**
An internal review was performed on the internal controls of inventory. All items and equipment over \$5000 were reviewed. There were four instances of a deficiency in internal controls. Recommendations were made by the Business & Finance Dept. to strengthen these deficiencies. B&F will work with all departments to implement these recommendations.

 - **Update of Single Audit (Financial Aid Audit)**
A Single Audit was performed by Ernst & Young and will be released June 2013.
 - There were two findings for WVSU. The findings will be detailed in the audit report.

This type of report is typical for all higher education institutions. A full report will be issued at the June BOG meeting.

- **Additional Deloitte & Touché' Billing**

Governor Susman, contracted by Deloitte & Touché, is excusing himself from this meeting and is leaving the room.

There was some discussion as to the cause for the excess billing. Billing is about \$10,000 less than the previous year. WVSU administration agreed with the additional bill. Ms. Elliott will ask other institutions if they had an additional billing and, if so, the dollar amount of that bill.

Governor Susman rejoined the meeting at 11:57 am.

- VI. The next meeting date is June 13, 2013
- VII. With there being no further business, Governor Swingle made a motion to adjourn the meeting, which was seconded by Governor Salyers. The motion carried and the business meeting adjourned at 12:03pm.

Respectfully submitted,

Belinda W. Silas
Office Administrator