

CORRECTED MINUTES

West Virginia State University Board of Governors Meeting
Institutional Advancement Committee
June 14, 2012, 8:00 a.m. to 9:00 a.m.
Erickson Alumni Center, Cleveland Room

Call to Order: 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. Other Governors on the BOG/Institutional Advancement Committee present were: Governor Gary Swingle and Governor Tom Guetzloff, via conference call. Other Governors present throughout the meeting were: Billy Lipscomb, Dr. John Thralls, and Dr. Ann B. Smith. Faculty and staff attending were: Dr. John M. Berry; Dr. Barry Pelphrey; Mrs. Robin Baldwin; Oree Banks; and Mrs. Janie Hill. Guest presenter: Maureen A. O'Toole, Certified Document Imaging Architect of Imageserv in Charleston.

I. WVSU Updates on Strategic Planning: Dr. Barry Pelphrey, Coordinator, Institutional Effectiveness.

Dr. Pelphrey was pleased to report that significant progress is being made on the 2011-2013 Strategic Plan. At the end of the third quarter, we had completed approximately 65% of the Plan. This completion rate puts us on target for completion on schedule. There are, however, several areas within **Goal 2: Invest in strategic marketing to create and convey a compelling brand identity and Goal 3: Engage in long-term, sustained philanthropic success that may need to be revisited in the near future.** Dr. Pelphrey stated that proposals would be made in September for revisions and amendments to the Strategic Plan. There was continued discussion regarding the lack of funds to address the marketing goal, RFP, etc. Chairman Rowe stated that he would speak with Dr. Brian O. Hemphill, WVSU President-Select, regarding the marketing and branding component of the Strategic Plan. Dr. Pelphrey has additional materials, graphs, etc. and will email these documents to Dr. Hemphill, via Crystal Walker. Dr. Guetzloff asked for further clarification on where the data for the 65% completion is obtained. Dr. Pelphrey reported that the information is submitted from each area involved. These reports were initially submitted monthly, but are now submitted on a quarterly basis.

II. Fundraising Report: Dr. John M. Berry, Vice President, Institutional Advancement

- A. The fourth meeting of the Campaign Steering Committee is scheduled for July 26, 2012 at 11:00 a.m. in the Grand Hall of Erickson Alumni Center. Save the date information has been emailed to all members of the Committee.
- B. Database Management System: Through the efforts and cooperation of Vice President for Student Affairs, Bryce Casto, AmeriCorps students have been retained to begin this month with data input into the system.
- C. An Institutional Advancement briefing has been compiled by staff for submission to Dr. Hemphill. The briefing addresses background history and roles and responsibilities of the Office as well as individual roles and responsibilities. Dr. Berry will share this report with Dr. Byers to submit to Dr. Hemphill.
- D. The Art Gallery at the WVSU Capitol Theater is progressing and slated for completion in June, 2012. Initial planning has begun on appropriate dates for the opening, naming, etc. Chairman Rowe questioned the naming component and if there was policy with the BOG regarding the naming of structures. Dr. Berry will address with Dean Barbara Ladner, who is coordinating the project in conjunction with the Institutional Advancement staff.
- E. A \$250,000 proposal was submitted by Dr. Berry some time ago to AEP, through Charles Patton, CEO. Results/outcome pending.
- F. Campaign Budget: The Campaign budget, which excludes salaries, is \$177,436.00, which is 74% of the requested amount of \$241,041. Governor Guetzloff inquired about the salary of William Patterson, Consultant in the President's Office for Strategic Planning and the Campaign. Dr. Berry stated that Mr. Patterson was paid for 10 hours per month and \$150.00 per hour.
- G. Robin Baldwin shared the Gift Report from July 1, 2011 to May 31, 2012. Reported total cash donations: \$645,811.22; total in kind & pledged donations: \$322,051.52; and Grand Total: \$967,862.74. The Gift Report for first time donors for March 10, 2011 to May 31, 2012: \$92,804.23. Discussion and concern from the Committee, particularly Governor Swingle, who serves on the Foundation Board, that the Foundation donors and contributions are significantly down, perhaps 40% off. This applies to restricted and unrestricted funds. These handouts with detailed breakdowns of figures are available from Cynthia Rakes in the Foundation office.

H. Maureen O'Toole, Certified Document Imaging Architect with Imageserv in Charleston, who also presented to the IA Committee at the April 25, 2012 meeting at the invitation of Dr. Berry, presented further information regarding the digitizing of WVSU records. None of the records are digitized. Dr. Berry reminded us that this is a two track process: names, etc. for Blackbaud (fundraising & communication) and the digitizing of records.

Based on a recent meeting with the Registrar, her **assessment and recommendations**:

1. All student transcripts are in paper form and kept in the vault in the Registrar's office (she believes filed separately by year).
2. Student records are filed separately from the transcript (application, high school transcripts, references).
3. Student records are stored in: vault in Registrar's office, basement of Hill Hall and maybe somewhere of which we are not yet aware.
4. To create the mailing list for development will require that pertinent data be entered into an Excel spreadsheet file.
5. Her recommendation is to capture an image of the transcript at the same time as data is entered and accomplish two things simultaneously.
6. Locate the Records Retention policies and dispose of student records that are eligible (transcripts are permanent).
7. Implement an electronic content management/document management system to: provide faster access to records when needed and provide a redundant copy of all records to be stored off-site for disaster recovery purposes.

Motion to adjourn by Governor Swingle and second by Governor Guetzloff at 9:00 a.m.

Respectfully submitted,

Jane H. Hill

