

WEST VIRGINIA STATE UNIVERSITY
BOARD OF GOVERNORS
ACADEMIC POLICIES COMMITTEE
DRAFT MINUTES OF THE MEETING OF NOVEMBER 1, 2012

Dr. John Thralls called the meeting to order at 9:01 a.m. on Thursday, November 1, 2012, in the Cleveland Room of the Erickson Alumni Center on the campus of West Virginia State University. Those Committee members attending in addition to Chairman Dr. Thralls included: Dr. Tom Guetzloff, Attorney Larry Rowe, and Dr. Ann Smith; absent was Mr. William Lipscomb. Others attending included Mr. C. Damien Arthur, Dr. Gerald Beller, Dr. R. Charles Byers, Dr. Katherine Harper, President Brian O. Hemphill, Dr. Abainesh Mitiku, Dr. Donna Simon, Mr. Scotty White, and Dean Angela Wilmink.

The Verification of Appropriate Notice of Public Meeting notice was noted.

Attorney Rowe made a motion that the agenda be approved; Dr. Guetzloff seconded the motion and it passed.

Attorney Rowe made a motion that the minutes of the September 20, 2012 meeting be approved; Dr. Guetzloff seconded the motion and it passed.

5.2 Intent to Plan a Master of Public Administration degree: Dr. Byers introduced this agenda item by saying this Intent had been approved by this Committee and by the Board of Governors in June, 2012. However, because the faculty member who authored the Intent had changed, the HEPC requires that the proposal be reexamined and re-approved. Dr. Joshua Ambrosius, who authored the original proposal, has left WVSU and Mr. C. Damien Arthur will now shepherd the proposal for the Political Science program; the only change made in the proposal was target dates for implementation. Questions and comments regarding the proposal were:

- What is the timeframe? When will we have students sitting in the classroom? August, 2014 Will we need additional faculty? Possibly in the future but initially we will use current faculty and possibly some adjuncts. This will be a cohort group of 20 with 2 classes per semester in Fall, Spring, and Summer with courses offered mostly in the evenings. We believe with present faculty from other departments at least for the first 2 years we can handle the cohort – later we may need more faculty but we believe the program will be self-supporting.
- Attorney Rowe said he believes this is the best program we can have in the valley for the public we have here.
- There are 36 credit hours in the total program.
- Will there be a thesis? No, there will be a capstone course with research.
- Dr. Thralls said we don't typically get a fiscal note with an Intent to Plan – that will come when the program is fully developed. It is entirely appropriate, however, to ask those questions at this point.
- Will there be any on-line courses? Perhaps later on-line courses will be implemented; initially courses will carry an on-line component.
- Dr. Guetzloff made the motion to recommend to the Board of Governors approval of the Intent to plan a Master of Public Administration degree; Attorney Rowe seconded the motion and it passed.

Dr. Byers next presented an **Intent to Plan a Bachelor of Science degree in Nursing**. He noted this degree has been developed in close collaboration with the Kanawha Valley Community & Technical College (KVCTC) and introduced Dr. Katherine Harper, Dean of the College of Natural Sciences and Mathematics. Dr. Harper introduced Dean Angela Wilmink, KVCTC Dean of the Division of Allied Health and a Nursing Instructor, who participated in development of the Plan. Comments regarding this proposal included:

- Dr. Thralls noted that about 17 years ago a proposal was offered from WVSU to offer a BSN and we were unable to obtain approval and we backed away. He asked for comment on the receptivity of this proposal now. Dr. Harper said that one of the very first things they did was to obtain letters of support for this proposal so there is a different tenor now. President Hemphill noted he has reached out to other institutions and received support from HEPC Chancellor Paul Hill and Commission Chair David Hendrickson; he said he will meet with University of Charleston (UC) President Welch next.
- Dr. Thralls noted this degree is different: it is an RN to BSN, not just a BSN. Dr. Harper said this program builds on the Associate Degree in Nursing (AND) and provides the BSN.
- Dr. Guetzloff asked if students will take CHEM 201. Dr. Harper said they will likely have CHEM 101 rather than 201. Dean Wilmink said Organic Chemistry is not really required at the RN level. As a consultant she said she would advise that not be a requirement.
- Attorney Rowe asked what about faculty? Can we afford it? Dr. Harper responded that we will need 4 faculty but one of the resources we will **not** need is the nursing lab because we will use the KVCTC lab – Drs. Hemphill and KVCTC President Badgley will work out that agreement.
- Attorney Rowe observed the demand is there for the nurses so we cannot afford **not** to do it. Dr. Harper said most of the courses are classroom-based and there is an initial cohort projected of 20.
- President Hemphill said it is his understanding the first year of the program we will likely need only 2 faculty; it will go to 4 later. Dean Wilmink said we can also use adjunct faculty. A Director of Nursing and 2 faculty members will be needed initially initially. Dr. Hemphill said Dr. Badgley has given his support that he will work with WVSU to provide adjuncts from his faculty to assist us.
- Dr. Thralls shared a couple of issues he has experienced in this field is the increasing expectation from the national accrediting bodies for Ph.D. staff especially in leadership positions and they are hard to recruit and are expensive. Secondly, the assessment – performance on state nursing boards have been problematic at many institutions. Quality, outcomes, expectations are paramount and we will have to invest in leadership in the program.
- Dean Wilmink said these students will have their RN designation and won't have to deal with the state tests; these students are increasing their credentials for leadership positions. She stated that if you wish your faculty to be entrenched in research or have a goal to impact the nursing profession, then you need a Ph.D. but if that is not the current focus, you do not need that.
- Dr. Thralls addressed Dr. Hemphill saying, "you discussed this with Chancellor Hill and Chair Hendrickson, apparently they are receptive?" Dr. Hemphill responded they are, especially due to the shortage in Nursing and the anticipated retirements together with the requirement that for advancement the BSN is required, and we were encouraged to partner with KVCTC. UC is seeing a dip in their numbers; cost and location are benefits to us proposing this. He noted there are other members on the Commission but we will go prepared to defend this proposal.
- Dr. Thralls asked whether or not we know the number of RNs without BSN in our service area? Dean Wilmink estimated that it is greater than 1,000. She continued that every class

that graduates (30-60 per semester) asks whether KVCTC has articulation agreements and where do we recommend they go. She said she feels we can fill a class of 20 with no trouble. When we get this program up and running, she said she believes we will have a very large applicant pool.

- Dr. Guetzloff made a motion to recommend approval of the Intent to Plan a BSN degree to the Board of Governors; Dr. Smith seconded the motion and it passed.
- Dr. Guetzloff said the Faculty at WVSU has wanted a health care degree and is very pleased about this proposal. Dean Wilmink said KVCTC is very pleased to be working with WVSU on this and interested in a long-term relationship in this program. Scotty White said that working in the Admissions Office the preceding year, the #1 question asked in calls received was whether or not we had a nursing program.

5.3: Compact Year 4 Report revisions: Dr. Byers noted the very few explanatory additions to the Compact Year 4 Report based on receipt of the IPEDs data for the data chart in Appendix A. In discussion of the additions and the IPEDs data, the following comments were made:

- Dr. Thralls said he will briefly comment to the Board of Governors members on the additions to the report and distribute the revised Appendix A to the other Board members. He noted Staff has done a good job pointing out things related to the data. There are data in Appendix A that are troubling but he said that always exists when we talk about these data.
- Dr. Guetzloff noted that having a graduation rate in the teens will cause us to want to change that rate. Dr. Thralls noted that even though we have the high number of transfers and the mission of the institution, these data will still cause concern.
- Dr. Byers noted we have implemented activities to retain students – saving some who would have dropped out. We also have the Admissions Committee scrutinizing those conditional students whom we admit. Residence Hall personnel are also tracking students to ascertain which ones are going to class, etc.
- Dr. Thralls asked whether the Higher Education Report Card uses IPEDS or HEPC data when referenced in Appendix A? Staff was unsure but will inquire.
- Dr. Guetzloff asked how the faculty referral system is working in regard to retention and graduation rates. Dr. Byers said it highlights students who are not attending class and we are able to mitigate problems; we are seeing positive results from it.
- Attorney Rowe said he consistently hears that at WVSU faculty care about students. He also noted it is a positive lightning bolt to hear that 17 students who were experiencing problems and who had planned to drop out didn't do so.
- It was noted that Graduation Rates are based on 2006 Fall data.

5.4 – Overview of Committee's work: The intention of the Overview is to have a roadmap of where this Committee needs to go this year. Comments included:

- Dr. Byers reported Dr. Ladner is doing an outstanding job related to the HLC accreditation visit preparations and we are right on schedule. He said he will be working with the academic faculty over the next two weeks on assessment. He noted that Dr. Pelphrey is no longer at the institution but there are certain things that can be done in assessment even without him. Each college has an assessment coordinator to carry this program along in a timely fashion.
- Dr. Byers noted that the University will engage in assessment in areas other than academics – it will be institution-wide. We have time to do it and he is working with Vice President Simon on this implementation.
- Dr. Thralls noted that in March and April we have comprehensive Program Reviews and it is important that we take a good look at productivity of programs as well as to look at addition

and deletion of programs. The fiscal challenges we face will likely not go away soon, he said, and we need to look in a probing way at all of our programs to ensure they are consistent with the direction of the institution going forward.

- Dr. Byers said we now have Program Coordinators and he merged 5 departments, some with lower graduation rates, to encourage collaboration and interdisciplinary programs. Currently he said he is working on merging the departments of Physics and Math and has charged them to come up with viable program producing graduates. He is also proposing options for ways to handle low-producing departments – perhaps a University college concept.
- Dr. Thralls asked for an update to this Committee on the Math program and how it is doing in relation to the HEPC probation recommendation. At the suggestion of Attorney Rowe, Dr. Byers was asked to share with the Math Department that this Committee has concerns about this program.
- Dr. Thralls said at the September meeting Dr. Byers had indicated additional articulation meetings with area CTCs and asked for reports later this year about this topic.

Academic Affairs organization chart: At the request of Dr. Thralls at the September meeting of this Committee, Dr. Byers prepared an Organization Chair for Academic Affairs and discussed with the group the interaction among the departments within Academic Affairs and his interaction with each of the offices listed. Dr. Thralls asked if without Dr. Pelphrey, are we confident that going forward we will have a structure that will pass HLC scrutiny especially in the areas of assessment? Dr. Byers responded we do. Dr. Thralls noted we know what a huge deal assessment is and with HLC we must be on task with that.

Dr. Guetzloff asked Dr. Byers where we are on the *2012-2013 University Catalog* at this point. Dr. Byers responded it is at the Print Shop.

Attorney Rowe expressed appreciation for the leadership of Dr. Byers in Academic Affairs. He also expressed appreciation for the leadership of Dr. Thralls with this Committee.

With the business of the agenda completed, Dr. Smith made a motion to adjourn the meeting at 10:20 a.m.; Dr. Guetzloff seconded the motion.

Respectfully submitted,

Patricia M. Shafer, M.B.A./C.P.A.
Office of Academic Affairs

West Virginia State University
Board of Governors
Recruitment and Retention Committee Minutes
November 1, 2012

The WVSU Board of Governor's Recruitment and Retention Committee met Thursday, November 1, 2012 at 10:30 a.m., in the Weisberg Lounge of the Erickson Alumni Center. Those persons in attendance included the following: Dr. Ann Brothers Smith, Acting Chair, Mr. Larry L. Rowe, and Mr. Scotty White. *Ex officio* attendees included: Mr. Joseph Oden, Jr., Dr. Micheal Fultz, Dr. Tom Guetzloff, Ms. Millie Booker, Dr. John Thralls, Dr. Donna Simon, and Ms. Sharon Handlesman.

Secretary, Fatiema Wilkerson read the "Verification of the Appropriate Notice of Public Meeting."

Dr. Smith stated that there is a quorum of the committee members to approve the Agenda and the Minutes. But first, the order of the Agenda needed to be changed. Item number 5.2 "Enrollment Management Staffing Update" will be Item number 5.1, and Item number 5.1, "Fall 2012 Enrollment Update", will be Item number 5.2. There was a motion from Scotty White to approve the change in the format of the Agenda. Seconded by Mr. Larry L. Rowe, motion carried.

Dr. Smith stated that the Minutes were provided for each member ahead of time and asked if there were any corrections or comments to the Minutes. Mr. Scotty White stated that his name is Scotty, and not Scott as written in the minutes of the last meeting. She asked for a motion to accept the minutes with the correction. Mr. Scotty White made a motion to accept the minutes as corrected. Mr. Larry L. Rowe seconded the motion. Motion carried.

University Recommendations and Reports – Kitty McCarthy

Ms. McCarthy gave the staff update with regard to Enrollment Management and there are several critical positions that were in transition.

Trina Sweeney had been serving as Interim Director of Admissions, and Chris Jackson had been serving as Interim Director of Recruiting. With new leadership, the university wanted to move forward and reduce the number of interim positions, and decisions were made to move forward with Searches for Director of Admissions and Associate Director of Admissions.

The Search committee has done an excellent job however, she has decided not to fill the position of Director of Admissions at this time, and will initiate another search shortly after the beginning of next year. Chris and Trina both have done a very good job, during challenging times.

- Trina Sweeney will move into a new position as Interim Director of Adult and Commuter Student Services, and with her experience she will be initiating new programs to support recruitment and retention of these students.
- Chris Jackson has moved into an Interim Program Coordinator role in Student Activities taking the position vacated by Belinda Fuller.
- Sharon Handlesman is joining us as the Interim Director of Admissions she has 20 plus years of experience in this line of work.
- Christina Kast has several year of experience from WVU and will be joining us on December 1, as the Associate Director of Admissions.
- JoAnn Ross who is currently at Mountain State and will be joining us on December 1st as the Student Financial Assistance Director.

In regards to Territory Management

- Territory management is a way to organize travel, but most important it enhances relationship building. This is really about meeting the school counselors and students and engaging them to share students WVS experience and encourage them to visit the campus. Recruitment goals will be established for each territory.
- When this information is available, it would be most helpful if it was shared with the Recruiting Chapters and/or Regions.
- There was a question about getting the Faculty involved in student recruiting. We are seeking ways to make faculty involvement most beneficial for students and faculty.

Fall Enrollment Update – Ms. Kitty McCarthy

Ms. McCarthy gave an Enrollment Update presentation on the overall fall 2012 Enrollment.

- Our Undergraduate Enrollment, 2589
- 55 Graduate students for a Total Enrollment of 2644

Undergraduate enrollment by Gender

- Female 1456
- Male 1133

Undergraduate enrollment by Major Ethnic Groups as Percentage

- 11% African American

- 57% Caucasian
- 32% Other

B.A. Programs – Largest Enrollments

- Art
- English
- History
- Psychology
- Regents

B.S. Programs – Recent Enrollment Growth

- Communications
- Criminal Justice
- Health Sciences
- Sports Studies

In and Out-of-State Undergraduate Enrollments

- In-State – 2403
- Out-of-State – 176

Top States of Origin Outside of WV – Undergraduate Enrollments

- Maryland – 32
- Ohio - 28
- PA -- 15
- Virginia – 10
- Florida – 16
- Michigan – 14
- California – 15

New First-Time Freshmen Enrollments by WV Counties

- Kanawha – 176
- Putnam – 36
- Other – 48

Top High Schools for New First Time Freshmen

- Capitol – 15
- George Washington – 12
- Herbert Hoover – 17
- Nitro – 15
- Poca - 16
- Riverside – 13

- Sissonville – 15
- South Charleston – 20
- St. Albans – 28

Kanawha and Putnam Counties remains very important to our enrollment.

Targeted:

ACT Composite – Fall 2012

- WVSU First-Time Freshman – 19.81
- WVSU Overall Population – 19.5
- State Average – 20.6
- National Average – 21.1

Fall 2013 Activity

- Utilization of Name Buys
- Building Inquiries
- Campus Visits / Open Houses
- Establishing Relationships
- Financial Aid

Admitted / Not Enrolled From Fall 2008 to Spring 2012

WV Institution	Percentage	No. of Students
• Marshall	11.22%	307
• WVU	7.78%	213
• UC	4.42%	121
• Southwest	3.03%	83
• Glenville State	2.12%	58
• WVU – Parkersburg	1.94%	53
• Concord	1.61%	44
• Fairmont State	1.46%	40

KVCTC: Not a participant in the Clearinghouse but could be in the future.

Exit Interviews

- Withdrawal Process has significantly improved, so that we can learn more about why students leave WVSU and contact these students later about their possible return to WVSU.
- The Withdrawal Process involves two components:
 - An exit Interview
 - A financial aid exit interview

Results

- 78 students withdrew by October 1
- On October 23 we had our first student apply for readmission at the University after withdrawing this fall.
- Later that day we had our second student indicate she wanted to return.

Faculty Referrals – Fall 2012

- 90 faculty members total (47.37% of 190 total faculty)
- 777 unduplicated referrals
- 454 multiple referrals
- 2096 total referrals

Discussion:

- Is there any type of effort being done to reach the student that has disconnected their phone number, and/or, their email is no longer working.
- The university has implemented a new address and phone number change work process. The student is able to change their own address and phone number instead of having to visit the Registration Office. Last year we had up to 500 incorrect phone numbers in the system, and due to this new change in the work process, that number has decreased by at least 100.

Our next meeting is scheduled for December 6. There being no further business, Dr. Smith received a motion from Scotty White to adjourn the meeting at 11:27pm, seconded by Mr. Larry Rowe, motion carried, meeting adjourned.

Respectfully submitted,
Fatiema Wilkerson
Recorder

Board of Governors Meeting
University Advancement Committee
November 1, 2012, 8:00 a.m. to 9:00 a.m.
Erickson Alumni Center, Weisberg Lounge

I. **Call to Order:** The meeting of the West Virginia State University (WVSU) Board of Governors (BOG)/University Advancement Committee was called to order at 8:02 a.m. by Chairman Larry L. Rowe.

II. **Present:**

Chairman Larry L. Rowe; Governor Gary Swingle; Governor Tom Guetzloff. Faculty and staff attending: Ms. Patricia Schumann; Dr. Brian Hemphill; Dr. Donna Simon; and Maria Drake.

III. **Approval of Minutes:**

Agenda and minutes approved by the committee.

IV. **University Recommendations and Reports:**

The **2012 WVSU Foundation Audit** shows a loss of \$61,000.00 in the Foundation's operational budget. High expenses and a decrease in giving last year contributed to this loss. Fortunately, the Foundation had reserves to cover this loss. Steps are being taken this year to reduce costs and increase unrestricted giving.

Gift activity report: Cash gifts totaling \$71,000.00 have been received since July 1, 2012. An additional \$1,500,000 has been received in pledges, including a \$1,000,000 pledge (\$500,000 for scholarships and \$500,000 for the Athletic Complex), a \$300,000 pledge in support of STEM research and scholarships, and a \$200,000 pledge from the W Club for the Athletic Complex. Seven major proposals totaling \$5,850,000 have been submitted since July 1.

Campaign gifts and pledges: The cumulative total raised for the Capital Campaign since 2010 is \$1.8 million in cash and \$1.9 million in pledges, for a total of \$3.8 million. A report of giving by constituency was presented which showed that 40% of faculty have given to the campaign, 22% of staff, 60% of Foundation Board members, and 1.8% of alumni.

The **Capital Campaign** has been reorganized, and the new Campaign Steering Committee will convene December 11. Although the total goal of \$12.5 million will remain the same, the goals have been revised to include Academic Program and Faculty

Support (\$5 million), Capital Improvements (\$4 million), Information and Technology (\$1 million), and Scholarships (\$2 million). All gifts previously committed to the Campaign will be counted.

During **Homecoming** the National Alumni Association voted to explore having all NAA funds housed with the Foundation.

A number of **appeals and communications** are planned during the next few months, including:

- Appeal to Sports Hall of Fame members and other athletes for support of the Athletic Complex.
- Year-end Annual Giving Appeal
- Alumni Newsletter
- Save the Date card for the Black & Gold Gala, scheduled for April 6. This will replace the Foundation Dinner this year.
- Report to Campaign donors.
- A new University magazine for alumni and friends

University Advancement has posted 3 positions and will be conducting interviews of the candidates in November.

V. **Adjournment.**

Submitted by:

Maria Drake

Maria Drake – 11/28/2012