

AGENDA
West Virginia State University
BOARD OF GOVERNORS
Erickson Alumni Center, Grand Hall
June 6, 2019
12:00 p.m.

1. Call to Order and Roll Call, Chair, Mr. William Lipscomb, presiding
2. Verification of Appropriate Notice of Public Meeting Action
3. Review and Approval of Meeting Agenda Action
4. Review and Approval of May 10, 2019, Meeting Minutes Action
5. Reports from the Board Committee Chairpersons Action
 - a. Academic Policy Committee
 - b. Finance Committee
 - c. Institutional Advancement Committee
 - d. Recruitment and Retention Committee
 - e. Bylaws and Policies Review Special Committee
6. Report from the University President
 - a. President's Report
 - b. University Reports Forwarded by Board Committees
 - i. Proposed Amendments to Bylaws to Align with WV Code Action
 - ii. Proposed Intent to Draft BOG Policy on Tobacco-Free Campus Action
7. Report from the Board Chair
 - a. Proposed Fiscal Year 2020 Meeting Dates Action
 - b. Fiscal Year 2020 Election of Officers Action
 - c. Appointment of Presidential Review Committee Action
 - d. Committee Preferences for Fiscal Year 2020
8. Possible Executive Session under the Authority of West Virginia Code §6-9A-4 to Discuss Legal, Personnel and Property Matters Action
9. Other Matters
Resolution Presentation Action
10. Next Meeting Date-TBD Action
11. Adjournment

Agenda prepared by – DeNeia M. Thomas, Ph.D., Chief of Staff and Board Liaison,
May 30, 2019

**Board of Governors
West Virginia State University
Full Board**

Date/Time: 6/6/2019 -- 12:00 PM

Location:

Erickson Alumni Center, Grand Hall
West Virginia State University Campus
Institute, WV 25112

Purpose: To conduct regular business of the Board.

Notes:

Meeting was approved : 5/30/2019 11:48:54 AM

AGENDA
West Virginia State University Board of Governors
Academic Policies Committee
Erickson Alumni Center, Weisberg Lounge
June 6, 2019
10:30 a.m.

1. Call to Order and Roll Call – Committee Chair Ms. Kitty Dooley, presiding
2. Verification of Appropriate Notice of Public Meeting Action
3. Review and Approval of Agenda Action
4. Review and Approval of Minutes of Previous Meeting Action
5. Committee Recommendations and Reports
 - a. Research and Public Service
 - b. HLC process presentation
6. Next Meeting Date –*TBA*
7. Adjournment

Agenda prepared by Ms. Brittany Fletcher, Administrative clerk for Academic Policies Committee, June 3, 2019

**Board of Governors
West Virginia State University
Academic Policy Committee**

Date/Time: 6/6/2019 -- 10:30 AM

Location:

Erickson Alumni Center, Grand Hall
West Virginia State University Campus
Institute, WV 25112

Purpose: To conduct regular business of the committee.

Notes:

Meeting was approved : 5/30/2019 12:47:36 PM

West Virginia State University Board of Governors
Academic Policies Committee
Research and Public Service Report
June 6, 2019

I. Purpose

To provide an update to members of the WVSU Board of Governors on the status of Research, Public Service, and Research and Development Business & Finance.

II. Background

The Research and Public Service administrative area is comprised of University Research, Public Service, Office of Sponsored Programs, Technology Transfer and Intellectual Property Management and The Gus R. Douglass Land-Grant Institute. The Gus R. Douglass includes the WVSU Extension Service, the Agricultural and Environmental Research Station (AERS) and the Center for the Advancement of Science, Technology, Engineering and Mathematics (CASTEM). Research and Public Service also houses the West Virginia State University Research and Development Corporation (WVSURDC or the Corporation). The Corporation was incorporated in 1991, under the W.Va. Code 18, Chapter B including grants, contracts, and gifts derived from federal, state, municipal, corporate, foundation, and private individuals.

The Corporation serves as the West Virginia State University's (WVSU or the University) primary fiscal management agent of its externally sponsored funding nonprofit entity exclusively for charitable, educational, and scientific purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as amended. The WVSURDC formally provides management and oversight of external support for WVSU via their affiliations and operating agreements with the University's Board of Governors and the University's Chief Executive Officer, respectively. The Corporation and its functions, in turn, reside within the Research and Public Service Unit of the University.

West Virginia State University is an 1890 Land-Grant and Historically Black Institution of higher education founded in 1891. This successful expansion of the University's research and outreach programming has been only possible through the attainment of supplementary external resources. Therefore, the University's faculty along with research and outreach staff, and administrators are continually seeking opportunities for enhancing research, teaching, and public service through external sponsored support.

Research and Public Service continues to develop, expand and assess research, extension and educational outreach programs geared toward improving the quality of life for West Virginians. Also, as one of nineteen 1890 Land-Grant Institutions, the University participates in national and international programs and activities which are mutually beneficial to the collective 1890 System.

III. Discussion

Research

EPSCoR

The National Science Foundation (NSF) has implemented the Established Program to Stimulate Competitive Research (EPSCoR) to enhance research competitiveness of EPSCoR States by strengthening STEM capacity and capability. West Virginia has participated in this program for a number of years. In particular, eligible states benefit from NSF's EPSCoR Research Infrastructure Improvement Program Track-1: (RII Track-1); which is a \$20 M program designed in a five-year cycle.

The State of West Virginia, through its Science and Research Council, selects the state's theme for the EPSCoR's five-year cycle. West Virginia State University was invited to participate in this program in 2009 on the outreach component. Since 2010, WVSU has also participated and benefited in the research endeavors; which is the central focus of this program. WVSU has been allocated approximately \$2.5 M of the total budget (each five-year cycle) to support the research and outreach activities.

In 2010, WVSU participated in efforts related to Bio-nanotechnology. At that time, the University was able to hire a new faculty with expertise on Bioinformatics, as well as to gain resources for research assistantships for Graduate students, and the purchase of sophisticated research equipment. Currently, the University is strengthening research in the area of Water Science and has brought expertise on aquatic toxicology and water modeling. The next selected theme will center on a collaboration for transformative conversion of natural gas. This upcoming program will assist the University in strengthening its Chemical Engineering program and will permit the participation of two faculty Economists through its Center for Economic Research and Entrepreneurship. The statewide grant will be submitted to NSF at the end of July, 2019.

Lakin Farm

West Virginia State University is currently exploring a partnership with the WV Department of Agriculture (WVDA) to form closer collaborations between the two entities in an effort to mutually meet the State's stakeholders demand for agricultural programming and assistance. While a broad Memorandum of

Understanding (MOU) is being prepared, WVSU is already leasing agricultural land at the Lakin Farm in Lakin, WV. As a result of the University's agricultural research growth, the need for agricultural land has greatly increased. Having access to this resource at the Lakin Farm provides a solution for the lack of suitable agricultural land on campus, needed for faculty's research trials. The University secured 5 acres of land at the farm which will be used this season for research trials to grow watermelon, peppers, tomatoes and some ornamental crops. Moving forward, WVSU's research faculty will have further opportunities to conduct agricultural related research at this location in conjunction with the WVDA.

Public Service

National Extension Appointment

A West Virginia State University (WVSU) extension agent has been named president of a national community and economic development organization, marking not only the first such appoint from the University, but also the first time the position has been held by a representative from one of the nation's 1890 Land-Grant Universities.

Mr. Adam Hodges, WVSU's Fayette County extension agent for community and economic development, will begin a three-year term next month as president of the National Association of Community and Economic Development Extension Professionals (NACDEP). Comprised of 300 members from across the nation, NACDEP is dedicated to improving the visibility, coordination, professional status and resource base of community and economic development extension programs and professionals. Hodges' work has led to bolstered community and economic development initiatives throughout Fayette County, such as improving the small business landscape and developing multiple public art murals, as well as facilitating creation of the award-winning "Destination: Beautification" publication, a 90-page resource guide to community beautification projects.

Hodges will begin his term as president-elect at next month's 2019 NACDEP Conference in Asheville, North Carolina, and assume the presidency in 2020.

New Youth Extension Programming

The WVSU Extension 4H Youth Development Program area is placing greater emphasis on youth mental health in its programming. Many of the youth we serve have experienced or are currently experiencing trauma in their lives which causes mental health concerns. One of our agents was recently trained on Mental Health First Aid and will be providing this training as a resource to pre-service and in-service teachers, afterschool programs, community leaders, and other individuals interested in this topic. Mental Health First Aid teaches individuals how to provide support and assistance to someone with developing, existing, or worsening mental health problems until appropriate professional help can be

implemented. Recently, WVSU Extension organized panels of local experts as part of the WVSU Human Relations and WV Urban Ag Conference and Community Expo, in an effort to raise awareness around this topic. The titles of these panels were “West Virginia Youth in Crisis: Education, Trauma, and Next Steps” and “Youth Mental Health Roundtable: Facing Today’s Challenges with Insight and Compassion”.

R&D Business and Finance

The upcoming audits scheduled for R&D are as follows:

06/24/19-06/25/19: Interim Financial Audit – Hayflich, PLLC

07/22/19-07/26/19: Preparation of Financials – Arnett, Carbis, Toothman, LLP

08/12/19-08/16/19: Financial Audit – Hayflich, PLLC

- IV. Recommendation(s)
Informational.

AGENDA
West Virginia State University
BOARD OF GOVERNORS
Bylaws and Policies Review Special Committee
Erickson Alumni Center, Weisberg Lounge
June 6, 2019
8:30 a.m. – 9:25 a.m.

1. Call to Order and Roll Call -- Committee Chair Mark Kelley, presiding
2. Verification of Appropriate Notice of Public Meeting Action
3. Review and Approval of Agenda Action
4. Review and Approval of May 29 Committee Minutes Action
5. Proposed Amendments to Bylaws to align with WV Code Action
6. Proposed Intent to Draft BOG Policy on Tobacco-Free Campus Action
7. Next Meeting Date – VÖÖ Action
8. Adjournment

Agenda prepared by Crystal Walker, Clerk, Bylaws and Policies Review Special Committee,
May 30, 2019

**Board of Governors
West Virginia State University
Bylaws and Policy Review Committee**

Date/Time: 6/6/2019 -- 8:30 AM

Location:

Erickson Alumni Center, Weisberg Lounge
West Virginia State University Campus
Institute, WV 25112

Purpose: To conduct regular business of the committee.

Notes:

Meeting was approved : 5/30/2019 11:03:43 AM

Meeting Minutes
West Virginia State University Board of Governors
Bylaws and Policies Special Committee
Erickson Alumni Center, Weisberg Lounge
May 29, 2019
1:30 p.m.

1. Call to Order and Roll Call

Mr. Kelley called the meeting to order at 1:50 p.m. and asked for the roll call.

Members Present: Mr. Davis, Ms. Dooley, and Mr. Kelley.

Members Absent: Mr. Jones

2. Verification of Appropriate Notice of Public Meeting

Mr. Kelley verified the Appropriate Notice of Public Meeting.

3. Review and Approval of Agenda

Mr. Davis motioned for approval of the agenda as presented. Ms. Dooley seconded the motion, and the motion carried.

4. Discussion on Process for Review of Bylaws and Policies Review Special Committee

Mr. Kelley recognized Dr. DeNeia Thomas, Chief of Staff and Board Liaison, to lead the discussion with an explanation of the information recommended for Committee review in the Bylaws to align with the BOG Policy 64 Designation/Status of Employees approved in September 2018 and other verbiage related to WV Code.

The Committee reviewed the Bylaws and discussed possible action at the next meeting on the removal of references to “classified staff” found in the Bylaws to change to “staff.” requiring a change to sections in Article 1. A. 3. and B. 3; Article III. 8.; Article IV. C.1.and G. 2 to align with the approval of the BOG Policy 64 Designation.

The Committee discussed the repeal of [SB673](#) campus compacts and system [HEPC] master plan as prescribed in West Virginia Code §18B-1D-1. With the signing of this bill, the institution is no longer required to formally prepare its institutional compact as part of the system-wide master plan. Institutions still must submit data to the Commission as required in accordance with State Code ([Title 133, Legislative Rule, Series 49 Accountability System](#)), and necessary accountability measures, but should eliminate a portion of administrative reporting to HEPC.

The Committee discussed an ongoing need for accountability measures to the Board in the areas of recruitment, enrollment, academic offerings, graduation, resource needs in personnel and infrastructure found in the current ([2016-2025 Campus Master Plan](#)) and profit. The Committee discussed possible action to remove the language “institutional compact” or “compact” found in the Bylaws Article III. 2. and 5. and 14 to align with the repeal. The Committee would discuss institutional accountability metrics and the reporting mechanism at its next meeting.

The Committee discussed a proposed amendment or repeal of the BOG Smoking Policy #8 to potentially adopt a Tobacco-Free Campus Policy at its next meeting.

The Committee discussed possible action to recommend the current Bylaws and Policies Special committee would continue.

5. Next Meeting Date-TBD

6. Adjournment

With there being no further business, Mr. Davis motioned for adjournment. Ms. Dooley seconded the motion. The meeting adjourned at 2:45 p.m.

Respectfully Submitted by – DeNeia Thomas, Ph.D., Board Liasion, Bylaws and Policies Special Committee, May 30, 2019

DRAFT

AGENDA
West Virginia State University Board of Governors
Finance Committee
Erickson Alumni Center, Weisberg Lounge
June 6, 2019
9:30 a.m.

1. Call to Order and Roll Call – Chair, Mr. Mark W. Kelley
2. Verification of Appropriate Notice of Public Meeting Action
3. Review and Approval of Meeting Agenda Action
4. Review and Approval of Minutes of Previous Meeting Action
5. University Recommendations and Reports
 - a) Budget Reports – April 2019
 - b) Accounts Payable Report
 - c) Accounts Receivable Report
 - d) Faculty Housing
 - e) Commuter Meal Plan
6. Other Matters
7. Next Meeting Date – TBA
8. Adjournment

**Board of Governors
West Virginia State University
Finance Committee**

Date/Time: 6/6/2019 -- 9:30 AM

Location:

Erickson Alumni Center, Weisberg Lounge
West Virginia State University Campus
Institute, WV 25112

Purpose: To conduct regular business of the committee.

Notes:

Meeting was approved : 5/30/2019 11:18:38 AM

MEETING MINUTES
West Virginia State University Board of Governors
Finance Committee
Erickson Alumni Center, Weisberg Lounge
May 10, 2019
12:30 p.m. – 1:20 p.m.

1. Call to Order and Roll Call

A quorum being present, Chair, Mr. Mark W. Kelley called the meeting to order at 12:32 p.m.

Members Present: Mr. Mark W. Kelley, Mrs. E. Gail Pitchford, Mr. James Buchanan, Mr. William Lipscomb, Mr. Mark Davis

Members Absent: Mr. Charles Jones, Jr.

No other members were present.

2. Verification of Appropriate Notice of Public Meeting

Chair, Mr. Mark Kelley announced the verification of the appropriate notice of public meeting.

3. Review and Approval of Meeting Agenda

Ms. Gail Pitchford motioned to approve the meeting agenda; Mr. Mark Davis seconded; motion carried.

4. Review and Approval of Minutes of the Previous Meeting

Mr. Mark Davis motioned to approve the April 4, 2019 meeting minutes; Mr. William Lipscomb seconded; motion carried.

5. University Recommendations and Reports

a. Budget Report

Mrs. Kristi Williams, Interim Vice President for Business and Finance presented the All Funds Budget Report based on cumulative information from March 31, 2019. The target of 75% was met with a revenue of \$26,706,563 collected at 74.29% of expectations for that time period. The year-to-date expense budget was \$25,572,560 at 71.09% is under target. The overall budget is within what has been projected for the year.

Auxiliary Funds Report, as of March 31, 2019, the ending cash balance overall was \$237,512 with a change of \$179,259. An update on the percentage of students, living within Keith Scholars Hall, that are not paying for room and board will be presented to the Board as requested. The year-to-date actuals as of March 31, 2019 compared to March 31, 2018 total collected is \$1,064,769 more than last year. There has been \$527,646 spent more than last year but the net effect is a positive \$537,123.

b. Accounts Payables Report

Mrs. Williams reported that as of March 31, 2019, the balance from vendor payments has a net of \$2,747, 877.39. The AP from the end of February to the end of March increased by \$117,764; a decrease was reported of about \$500-600,000 at the previous meeting, noted as timing differences.

c. Accounts Receivables Report

Mrs. Williams stated there was an assessed amount of \$7,128,142 with an outstanding AR amount of \$558,914. There will be few changes in the older amounts through Spring/Summer 2018 which have been turned over to collections; students are mailed three notices before they are sent over to collections.

d. Faculty Housing Report

Mrs. Williams reported that the previous Faculty Housing cash balance was \$125,406 as of March 31, 2019. The revenue collected is \$81,206, with the expenses at \$50,291 and an ending cash balance of \$156,320 with three vacant homes at that time. Currently there are three vacancies, one possible vacancy upcoming, and several inquiries which may be filled soon.

e. Proposed Tuition and Fees FY20

Mrs. Williams reported the information required by the Higher Education Policy Commission which are due by May 17, 2019. The undergraduate tuition, which reflects the prior three years and what is being requested for the upcoming year. The fee committee has proposed a 0% tuition increase for FY20 for undergrad or graduate level. There were no changes in special fees such as parking fees, user fees, course fees items that are not charged as tuition. There is a proposed 3% increase in room and board, to include apartments, due to the 3% increase applied by Thompson Hospitality meal plan rates and the 2.8% increase of the consumer price index. The fee committee has proposed a 0% increase for Faculty Housing.

Mr. Kelley suggested a discussion of the commuter meal plan during the next meeting to review the impact of how any changes may affect the university. Mrs. Williams stated that the commuter meal plan would require a Board approval and a contract change with Thompson Hospitality prior to any changes being applied overall. A breakdown of the meal plan cost per student, per day is requested for the upcoming meeting as is the usage per student.

Mr. Kelley asked for a motion to approve the suggested fee increases. Ms. Pitchford made a motion of a no increase in the undergraduate and graduate tuition and fees, no increase in the fee planning schedule per semester for 2019-2020, a 3% increase in room and board for academic year 2019-2020, and a 3% increase in housing apartment and house rental rates for 2019-2020; James Buchanan seconded. Motion carried.

f. Proposed FY20 Expenditure Schedule

Mrs. Williams stated a proposed a projected revenue of \$38,794,698 for next year and expenses of \$38,317,835 with a possible surplus of \$476,863. State appropriations of \$1.4 million increase which includes \$300,000 for the Healthy Grand Families, \$800,000

is earmarked by President Jenkins, \$317,000 per the governor's 5% raises. The President's area has a \$1.2 million increase due to the Land Grant match runs through is area. Revenue has increased by \$2.8 million, and an expected increase in expenses of \$2.3 million.

Mr. Kelley asked for a motion to approve the proposed budget for 2019-2020. Mr. James Buchanan made a motion to accept the 2019-2020 budget as proposed. Ms. Pitchford seconded. Motion carried.

6. Other Matters

No other matters were brought before the Board.

7. Next Meeting Date

June 6, 2019

8. Adjournment

Chair, Mr. Mark Davis made a motion to adjourn Mr. James Buchanan seconded; motion carried. With there being no further business, the meeting adjourned at 1:08 p.m.

Respectfully Submitted by - Natasha Tyson, Finance Committee Administrative Clerk,
May 14, 2019.

Approved by:



Kristi Williams
Kristi Williams
Interim Vice President of Business and Finance

**West Virginia State University Board of Governors
Finance Committee
Budget Report
June 6, 2019**

- I. Purpose
To provide an update on status of the University's budget status as of April 30, 2019.

- II. Background
This is a report to compare the YTD actual revenue and expenses against the annual budget projections.

- III. Discussion
Presentation of various highlights to Board members.

- IV. Recommendation(s)
Information.

University Budget - All Funds
FY 2019 Budget / Actual Expenditures 04/30/2019

	Salaries & Benefits					%	Supplies & Other Services					%	Total					Actual %	Notes	Target %
	FY19 Budget	Budget Reduction	Revised FY19 Budget	Fiscal YTD Actual	Difference		FY19 Budget	Budget Reduction	Revised FY19 Budget	Fiscal YTD Actual	Difference		FY19 Budget	Budget Reduction	Revised FY19 Budget	Fiscal YTD Actual	Difference			
State Appropriations													9,861,240	0	9,861,240	9,861,240	0	100.00%		16.67%
E&G Tuition													10,520,546	0	10,520,546	9,566,408	954,138	90.93%		7.60%
Academic Affairs													2,673,806	0	2,673,806	2,733,588	(59,782)	102.24%		18.91%
Student Affairs													6,258,197	0	6,258,197	4,442,279	1,815,918	70.98%		-12.35%
President's Area													1,881,340	0	1,881,340	1,629,871	251,469	86.63%		3.30%
Athletics													733,132	0	733,132	509,350	223,782	69.48%		-13.85%
University Advancement													332,038	0	332,038	90,302	241,736	27.20%		-56.13%
Finance													3,688,804	0	3,688,804	2,307,936	1,380,868	62.57%		-20.76%
College Wide													0	0	0	0	0	#DIV/0!		#DIV/0!
Sub Total of Revenues													35,949,104	0	35,949,104	31,140,975	4,808,129	86.63%		3.30%
Academic Affairs	10,982,206		10,982,206	9,725,307	1,256,900	88.56%	1,615,162		1,615,162	861,192	753,970	53.32%	12,597,368	0	12,597,368	10,586,499	2,010,869	84.04%		0.71%
Student Affairs	1,675,662		1,675,662	1,528,261	147,401	91.20%	6,597,632		6,597,632	5,150,939	1,446,694	78.07%	8,273,294	0	8,273,294	6,679,199	1,594,095	80.73%		-2.60%
President's Area	632,443		632,443	451,923	180,520	71.46%	1,861,644		1,861,644	1,656,769	204,876	88.99%	2,494,088	0	2,494,088	2,108,692	385,396	84.55%		1.22%
Athletics	1,052,056		1,052,056	950,465	101,591	90.34%	274,221		274,221	268,727	5,494	98.00%	1,326,277	0	1,326,277	1,219,192	107,085	91.93%		8.60%
University Advancement	785,109		785,109	615,878	169,232	78.44%	184,840		184,840	120,107	64,733	64.98%	969,949	0	969,949	735,985	233,964	75.88%		-7.45%
Finance	4,005,061		4,005,061	3,153,031	852,031	78.73%	4,733,987		4,733,987	3,138,339	1,595,648	66.29%	8,739,048	0	8,739,048	6,291,369	2,447,679	71.99%		-11.34%
College Wide	0		0	35,402	(35,402)	#DIV/0!	1,520,000		1,520,000	1,358,331	161,669	89.36%	1,520,000	0	1,520,000	1,393,733	126,267	91.69%		8.36%
Sub Total of Expenses	19,132,538	0	19,132,538	16,460,266	2,672,272	86.03%	16,787,487	0	16,787,487	12,554,403	4,233,083	74.78%	35,920,024	0	35,920,024	29,014,669	6,905,355	80.78%		-2.55%
Grand Total													29,080	0	29,080	2,126,306	(2,097,227)			

West Virginia State University
Auxiliary Account Activity for April 2019
Fund 4612

Fund Number	Fund Name	6/30/2018 Fund Balance	4/30/2019 Fund Balance	FY 19 Net Activity
2361	Student Union Operation	(654,685)	(926,401)	\$ (271,715.95)
2371 - 2374	Housing	(3,231,669)	(4,289,582)	\$ (1,057,913.42)
2381	Dining Food Services	1,886,988	1,674,472	\$ (212,516.44)
2800	Athletics Current	(1,787,401)	(1,910,844)	\$ (123,443.03)
2801 - 2980	Athletic Enhancement Funds	18,975	(2,194)	\$ (21,168.62)
2580	Faculty Housing	17,674	25,480	\$ 7,806.50
2562	Parking	(170,862)	(110,108)	\$ 60,753.91
2511	Bookstore	3,979,232	5,774,154	\$ 1,794,922.22
	Fund 4612 Balance	\$ 58,253	\$ 234,978	\$ 176,725

Balance in All Funds Report

234,978

FY19 Actual Talking Points

As of 4/30/19

	FY19 April 2019	FY18 April 2019	Difference
State Appropriations	9,861,240	9,514,960	346,280
E&G Tuition	9,566,408	10,018,040	(451,631)
Academic Affairs	2,733,588	2,534,196	199,393
Student Affairs	4,442,279	5,688,546	(1,246,267)
President's Area	1,629,871	1,756,448	(126,577)
Athletics	509,350	539,092	(29,742)
University Advancement	90,302	44,889	45,413
Finance	2,307,936	2,564,644	(256,708)
College Wide	0	0	0
Sub Total of Revenues	31,140,975	32,660,814	(1,519,839)
Academic Affairs	10,586,499	10,884,520	(298,021)
Student Affairs	6,679,199	7,962,257	(1,283,058)
President's Area	2,108,692	3,023,993	(915,301)
Athletics	1,219,192	1,297,790	(78,598)
University Advancement	735,985	720,409	15,576
Finance	6,291,369	5,284,856	1,006,513
College Wide	1,393,733	1,064,683	329,050
Sub Total of Expenses	29,014,669	30,238,508	(1,223,839)
Grand Total	2,126,306	2,422,307	(296,001)

**West Virginia State University Board of Governors
Finance Committee
Accounts Payable Update
June 6, 2019**

- I. Purpose
To provide an update on status of the University's outstanding invoices payable as of April 30, 2019.

- II. Background
This information was requested by members of the Finance Committee.

- III. Discussion
Presentation of invoices payable by vendor and the change in payables from one month to the next.

- IV. Recommendation(s)
Information.

Accounts Payable as of 4/30/2019
Vendor List - Alpha Order

Vendor Legal Name	April 2019
APPALACHIAN POWER CO Total	82,475.57
APPLE	4,454.00
AUTOMOTIVE RENTALS INC Total	3,064.45
BARNES AGENCY Total	10,000.00
BB & T Total	7,422.87
CASEY, MICHAEL	13.98
CHEMICAL ABSTRACTS SERVICE Total	4,985.00
COUNCIL FOR OPPORTUNITY IN EDUCATION	3,250.00
COUNCIL ON SOCIAL WORK EDUCATION	1,977.00
DELL MARKETING LP Total	4,648.58
DIGITAL ASSURANCE CERTIFICATION LLC Total	250.00
DIRECT ENERGY BUSINESS MARKETING LLC Total	4,317.19
ELECTRONIC SPECIALTY COMPANY Total	35,809.00
FERGUSON ENTERPRISES INC Total	603.84
FRONTIER Total	7,773.61
GCA SERVICES GROUP Total	339,615.00
HENG WU Total	555.89
HIGHER LEARNING COMMISSION Total	3,400.00
HUNTINGTON NATL BANK Total	6,588.44
IATSE LOCAL 271 LABOR CTR LLC Total	579.64
INFINIT TECHNOLOGY SOLUTIONS Total	4,559.73
INSTITUTE VFD Total	3,200.00
LUMOS NETWORKS LLC Total	5,367.79
MODERN FOODS INC Total	303.65
MORGANTOWN PRINTING & BINDING Total	8,738.00
MOUNTAINEER GAS CO Total	12,883.92
NATIONAL ASSOCIATION OF COLLEGE STORES	425.00
NEBRASKA BOOK CO INC Total	566.28
PEOPLEWORK SOLUTIONS INC Total	1,250.01
PITNEY BOWES GLOBAL FINANCIAL SERVICES LLC Total	3,167.70
PITNEY BOWES Total	1,600.32
RAWLINGS SPORTING GOODS CO INC Total	3,068.00
SANITARY BD CITY OF DUNBAR Total	12,457.90
THOMPSON HOSPITALITY SERVICES LLC Total	1,552,044.46
TRI STATE ROOFING & SHEET METAL CO Total	783.42
VONDA ROBERTS Total	106.72
WEST DUNBAR PSD Total	113.16
WILLIAMS & FUDGE INC Total	10,997.36
WORKFORCE WV Total	10,451.43
WV AM WATER CO Total	2,074.68
WNNET Total	302,234.52
WV OUTDOOR Total	5,025.00
XEROX CORP Total	22,798.70

Total **2,486,001.81**

**Accounts Payable as of 4/30/19
Variance By Vendor**

Vendor Legal Name	April 2019
APPALACHIAN POWER CO Total	82,475.57
Apple Total	4,454.00
AUTOMOTIVE RENTALS INC Total	3,064.45
BARNES AGENCY Total	10,000.00
BB & T Total	7,422.87
CASEY, MICHAEL	13.98
CHEMICAL ABSTRACTS SERVICE Total	4,985.00
COUNCIL FOR OPPORTUNITY IN EDUCATION	3,250.00
COUNCIL ON SOCIAL WORK EDUCATION	1,977.00
DELL MARKETING LP Total	4,648.58
DIGITAL ASSURANCE CERTIFICATION LLC Total	250.00
DIRECT ENERGY BUSINESS MARKETING LLC Total	4,317.19
ELECTRONIC SPECIALTY COMPANY Total	35,809.00
FERGUSON ENTERPRISES INC Total	603.84
FRONTIER Total	7,773.61
GCA SERVICES GROUP Total	339,615.00
HENG WU Total	555.89
HIGHER LEARNING COMMISSION Total	3,400.00
HUNTINGTON NATL BANK Total	6,588.44
IATSE LOCAL 271 LABOR CTR LLC Total	579.64
INFINIT TECHNOLOGY SOLUTIONS Total	4,559.73
INSTITUTE VFD Total	3,200.00
LUMOS NETWORKS LLC Total	5,367.79
MODERN FOODS INC Total	303.65
MORGANTOWN PRINTING & BINDING Total	8,738.00
MOUNTAINEER GAS CO Total	12,883.92
NATIONAL ASSOCIATION OF COLLEGE STORES	425.00
NEBRASKA BOOK CO INC Total	566.28
PEOPLEWORK SOLUTIONS INC Total	1,250.01
PITNEY BOWES GLOBAL FINANCIAL SERVICES LLC Total	3,167.70
PITNEY BOWES Total	1,600.32
RAWLINGS SPORTING GOODS CO INC Total	3,068.00
SANITARY BD CITY OF DUNBAR Total	12,457.90
THOMPSON HOSPITALITY SERVICES LLC Total	1,552,044.46
TRI STATE ROOFING & SHEET METAL CO Total	783.42
VONDA ROBERTS Total	106.72
WEST DUNBAR PSD Total	113.16
WILLIAMS & FUDGE INC Total	10,997.36
WNNET Total	302,234.52
WORKFORCE WV Total	10,451.43
WV AM WATER CO Total	2,074.68
WV OUTDOOR Total	5,025.00
XEROX CORP Total	22,798.70
TOTAL	2,486,001.81

Vendor Legal Name	March 2019	
AMERICAN CHEMICAL SOCIETY Total	28,610.00	(28,610.00)
APPALACHIAN POWER CO Total	89,374.13	(6,898.56)
Apple Total	2,356.00	2,098.00
AUTOMOTIVE RENTALS INC Total	5,145.41	(2,080.96)
BB & T Total	6,420.72	10,000.00
CHEMICAL ABSTRACTS SERVICE Total	4,985.00	1,002.15
D & H DISTRIBUTING CO Total	1,626.36	13.98
DELL MARKETING LP Total	4,419.59	0.00
DIGITAL ASSURANCE CERTIFICATION LLC Total	250.00	3,250.00
EBCO Total	8,188.00	1,977.00
ELECTRONIC SPECIALTY COMPANY Total	39,820.00	(1,626.36)
FERGUSON ENTERPRISES INC Total	603.84	228.99
FRITO LAY Total	164.49	0.00
FRONTIER Total	7,813.80	4,317.19
GCA SERVICES GROUP Total	401,292.68	(8,188.00)
GLOBAL PERSPECTIVE SPEAKERS & EVENTS Total	10,750.00	(4,011.00)
HIGHER LEARNING COMMISSION Total	3,400.00	0.00
HUNTINGTON NATL BANK Total	4,897.24	0.00
IATSE LOCAL 271 LABOR CTR LLC Total	579.64	(164.49)
INFINIT TECHNOLOGY SOLUTIONS Total	4,559.73	(40.19)
INSTITUTE VFD Total	3,200.00	(61,677.68)
Intoprint Total	35.00	(10,750.00)
KELLIE TOLEDO Total	137.50	555.89
LUMOS NETWORKS LLC Total	283.67	0.00
MAGNETSTREET Total	1,864.85	1,691.20
MAXIMUM PROMOTIONS INC Total	4,847.04	0.00
MBS TEXTBOOK EXCHANGE INC Total	65,799.52	0.00
MCGRAW HILL GLOBAL EDUCATION HOLDINGS LLC Total	217.40	0.00
MORGANTOWN PRINTING & BINDING Total	6,505.00	(35.00)
MOUNTAIN EAST CONFERENCE INC Total	4,000.00	(137.50)
MOUNTAINEER GAS CO Total	8,372.92	5,084.12
NEUMANN FINANCE COMPANY Total	2,321.44	303.65
NOAH PHILLIPS Total	32.82	(1,864.85)
PEARSON EDUCATION INC Total	3,709.20	(4,847.04)
PEOPLEWORK SOLUTIONS INC Total	833.34	(65,799.52)
PITNEY BOWES GLOBAL FINANCIAL SERVICES LLC Total	3,167.70	(217.40)
RAWLINGS SPORTING GOODS CO INC Total	3,068.00	2,233.00
RESERVE OIL & GAS INC Total	14,767.27	(4,000.00)
ROBIN L TABOR Total	111.00	4,511.00
SANITARY BD CITY OF DUNBAR Total	5,041.08	425.00
STUDIMO Total	2,100.00	566.28
The Eric Ryan Corp Total	692.31	(2,321.44)
THOMPSON HOSPITALITY SERVICES LLC Total	1,644,308.89	(32.82)
WILLIAMS & FUDGE INC Total	9,605.97	(3,709.20)
WNNET Total	290,153.89	416.67
WV AM WATER CO Total	24,837.28	0.00
WV OUTDOOR Total	5,025.00	1,600.32
WV STATE UNIV FOUNDATION INC Total	2,547.95	0.00
XEROX CORP Total	15,034.72	(14,767.27)
TOTAL	2,747,877.39	(111.00)

Accounts Payable as of 4/30/19
Aging Summary

Over 300	\$	1,067,420.16
120 - 299 days	\$	474,660.01
90 - 119 days	\$	141,749.92
60 - 89 days	\$	281,729.62
0 - 59 days	\$	520,442.10
Total	\$	2,486,001.81

Thompson Hospitality and WVNET
Thompson Hospitality, WVNET and GCA

**West Virginia State University Board of Governors
Finance Committee
Accounts Receivable Update
June 6, 2019**

- I. Purpose
To provide an update on status of the University's student receivables as of April 30, 2019.
- II. Background
This information was requested by members of the Finance Committee.
- III. Discussion
Presentation of summary information as to how much students owe the University.
- IV. Recommendation(s)
Information.

	Total Tuition	Total A/R	% of Tuition	# of Students	Average Balance	
Fall 2015	7,681,563	\$ 425,349	6%	245	\$ 1,736.12	
Spring 2016	6,817,418	\$ 303,092	4%	162	\$ 1,870.94	
Summer 2016	662,230	\$ 27,149	4%	30	\$ 904.98	
Fall 2016	7,672,066	\$ 316,468	4%	237	\$ 1,335.31	Includes EE
Spring 2017	6,887,672	\$ 115,211	2%	182	\$ 633.03	Includes EE
Summer 2017	609,556	\$ 21,867	4%	24	\$ 911.13	
Fall 2017	7,960,355	\$ 212,805	3%	390	\$ 545.65	Includes EE
Spring 2018	7,282,877	\$ 179,608	2%	312	\$ 575.67	Includes EE
Summer 2018	616,175	\$ 23,049	4%	12	\$ 1,920.75	
Fall 2018	7,631,807	\$ 301,000	4%	670	\$ 449.25	Includes EE
Spring 2019	7,175,336	\$ 522,345	7%	1076	\$ 485.45	Includes EE

**West Virginia State University Board of Governors
Finance Committee
Faculty Housing Update
June 6, 2019**

- I. Purpose
To provide an update on status of the University's Faculty Housing as of April 30, 2019.
- II. Background
This information was requested by members of the Finance Committee.
- III. Discussion
Presentation of summary information for prior fiscal years and YTD info for current fiscal year.
- IV. Recommendation(s)
Information.

**West Virginia State University
Faculty Housing Summary**

	FY19 As of 04/30/19	FY18	FY17	FY16	FY15	FY14	FY13
Beginning Cash	125,406.01	94,494.86	46,294.23	31,815.18	21,491.58	65,635.65	20,093.62
Revenue	86,101.94	72,653.04	102,078.42	97,964.89	104,137.76	106,350.35	143,268.48
Expense	50,988.79	41,741.89	53,877.79	83,485.84	93,814.16	150,494.42	97,726.45
Ending Cash	160,519.16	125,406.01	94,494.86	46,294.23	31,815.18	21,491.58	65,635.65

3 Vacant homes

AGENDA
West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Lounge
June 6, 2019

1. Call to Order and Roll Call—Chair Mr. William Lipscomb, presiding
 2. Verification of Appropriate Notice of Public Meeting Action 1
 3. Review and Approval of Agenda Action 2
 4. Review and Approval of Minutes of Previous Meeting Action 3
 6. Report from Athletic Director Nate Burton
- Report from University Advancement, Communications & Marketing
- A. Fundraising Updates
 - i. Fiscal Year-end Giving
 - ii. Planning and Goal Setting for Next Year
 - B. Alumni Relations
 - i. Summer Alumni Events
 - ii. Homecoming
 - iii. Alumni Communications
7. Next Meeting Date –
 8. Adjournment

**Board of Governors
West Virginia State University
Institutional Advancement Committee**

Date/Time: 6/6/2019 -- 10:30 AM

Location:

Erickson Alumni Center, Weisberg Lounge
West Virginia State University Campus
Institute, WV 25112

Purpose: To conduct regular business of the committee.

Notes:

Meeting was approved : 5/30/2019 11:20:27 AM

MEETING MINUTES
West Virginia State University Board of Governors
Institutional Advancement Committee
Erickson Alumni Center, Weisberg Room
May 10, 2019
1:30 p.m. – 2:20 p.m.

1. Call to Order and Roll Call

Governor William W. Lipscomb called the meeting of the Institutional Advancement Committee to order at 1:31 p.m.

Administrative Clerk (Maria Drake) called the roll.

Members Present: Governor William W. Lipscomb, Governor Ann Brothers Smith, Governor Mark Kelley, Governor Frank Vaughan, Governor E. Gail Pitchford

Members Absent: Governor Kenneth Gray

Others Present: Anthony L. Jenkins, WVSU President; Patricia Schumann, Vice President for University Advancement, Communications & Marketing; Sue Woodward, Assistant Vice President for University Advancement; Jack Bailey, Assistant Vice President for Communications & Marketing

2. Verification of Appropriate Notice of Public Meeting

Governor Lipscomb announced the verification of the appropriate notice of the meeting.

3. Review and Approval of Agenda

Governor Kelley moved approval of the Meeting Agenda; the motion was seconded by Governor E. Gail Pitchford; motion carried.

4. Review and Approval of Minutes of the Previous Meeting

Governor Kelley moved approval of April 4, 2019, Meeting Minutes; seconded by Governor E. Gail Pitchford; motion carried.

5. Report from University Advancement, Communications & Marketing

A. Communications & Marketing Updates

Assistant Vice President for Communications & Marketing Jack Bailey presented updates on the University's marketing campaign, activity on social media, and conventional media coverage. We are well into our "*It Starts at State*" campaign. It is featured on the University website with a link to student and alumni stories, and we are continuing to build that out. Social media presence has grown substantially this year. Over the last month Facebook followers increased from 10,874 to 11,109, an increase of 2%; Instagram followers increased from 1,652 to 1,732, an increase of 5%; Twitter followers increased from 4,515 to 4,622, an increase of 2.5%. All these platforms are important tools for sharing the University's message. We are making increasing use of video to tell our story. For example, Nate Burton had a watch party for the announcement for the NCAA Atlantic Region softball tournament. A video of the event was released on Monday and it reached 13,700 people, with 2,000 of those liking or sharing the video.

Information picked up by traditional print and broadcast media is considered to be earned media. We use a service called Meltwater to track our earned media. Meltwater

provides the ability to track and archive earned media and social media. Before we had Meltwater we tried to track media ourselves, by going through news sites each day, making copies, and building an excel file, which was not 100% effective. Based on information from Meltwater, In the last 30 days we were mentioned in 223 conventional media articles and 1,520 social media posts. The social media posts can be shared. This year alone we had 22,317 social media mentions; those are the ones that are picked up and shared, this number is 4 times higher than past years. Social media is where the young people live, so we need to continue to be knowledgeable on social media and all its outlets.

B. Fundraising Updates

- I. Vice President for University Advancement, Patricia Schumann presented the Comparative Gift Report: We are tracking ahead of last year by 29%, with the report showing a total of \$1,012,338.05 in new gifts and pledges. A few confirmed gifts have not yet been booked, pending documentation: \$150,000 for the nursing program from the Jacobson Foundation and \$440,000 for criminal justice research from the Thurgood Marshall College Fund Center for Advancing Opportunity.
- II. New commitments since our last meeting - \$15,000 from BB&T for the BB&T Scholarship and nearly \$18,000 raised in the Foundation Board of Directors Annual Meeting thanks to a challenge by Governor Smith and Former Governor Swingle. We have also received a new pledge of \$100,000, payable over 5 years, for the Verl and Sandra Purdy Presidential Scholarship. This gift provides a new model for enhancing funding for the Presidential Scholarship, whereby for a gift of \$10,000 or more a donor may create a named scholarship within the Presidential Scholarship program.
- III. Assistant Vice President, Sue Woodward presented the Black & Gold Gala report. This was the largest Gala yet, with more than 400 attendees. We raised \$154,048, and our net was \$93,318, approximately \$30,000 higher than last year's net. We are already planning for the next Gala, which is scheduled for April 3, 2020. The honorees were an important part of making the Gala successful, and we also had increased help from volunteers in soliciting sponsorships and working on the silent auction. This year we did a great marketing push through social media, radio advertising and signage, which was led by Matt Browning and his team. We were featured in the Gazette 'On the Town' section with several pictures of attendees. In addition, we took out a large ad with a thank you to all our honorees and sponsors.

C. Alumni Relations

- I. Director of Alumni Relations, Belinda Fuller is with the WVSU National Alumni Association Leadership Summit, which is being held today at the Integrated Research and Extension Building on campus.
- II. Graduate Reception: The National Alumni Association along with Alumni Relations started the graduate reception a couple of years ago, and it has been well received. We look forward to having members of the Board of Governors at the reception, which is scheduled at 5:30 p.m. today. The President of the National Alumni Association, Dr. Lateef Saffore, has incorporated traditions from the early years of the institution welcoming graduates into the National Alumni Association.

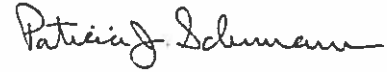
6. Next Meeting Date – June 6, 2019

7. Adjournment

Governor Pitchford moved for adjournment; Governor Kelley seconded the motion. With there being no further business, the meeting adjourned at 2:18 p.m.

Respectfully Submitted by – Maria Drake, Institutional Advancement Administrative Clerk, May 17, 2019.

Approved by:

A handwritten signature in black ink that reads "Patricia J. Schumann". The signature is written in a cursive style with a large initial "P" and a long horizontal flourish at the end.

Patricia Schumann
Vice President for University Advancement, Communication, and Marketing

**West Virginia State University Board of Governors
Institutional Advancement Committee
Financial Updates
June 6, 2019**

- I. **Purpose**
Provide information on fundraising performance of the WVSU Foundation.

- II. **Background**
The Comparative Gift Report is provided at every committee meeting for the purpose of reviewing new gifts and pledges compared to the same period last year. Total gifts per year for the past 6 years is also included for historical perspective.

- III. **Discussion**
Comparative Gift Report—As of May 28, 2019, we had received \$1,318,779.92 in new gifts and pledges this fiscal year. This is \$244,335.33 (32%) higher than the same date last year. The number of donors (966) is lower than the same date last year. Currently, we have one verbal commitment from the Thurgood Marshall College Fund Center for Advancing Opportunity that has not yet officially been recorded and therefore not reflected in the Comparative Gift Report. Additionally, we have \$150,000 in proposals pending.

- IV. **Recommendation(s)**
This information is presented for information.

West Virginia State University Foundation
Comparative Giving Report by Fiscal Year

	7/1/2018 - 5/28/2019	7/1/2017 – 5/28/2018
Pledges	\$580,304.56	\$399,635.00
Outright Cash Gifts	\$738,375.36	\$711,666.80
Gifts-In-Kind	\$100.00	\$13,271.58
Total Giving	\$1,318,779.92	\$1,124,573.38
Total Number of Donors	966	1082
Total Number of Gifts	3385	3482

	FY 2018 Total	FY 2017 Total	FY 2016 Total
Pledges & Payments	\$1,451,077.92	\$404,450.00	\$4,539,361.00
Outright Cash Gifts	\$1,004,910.68	\$668,644.90	\$3,110,917.07
Gifts-In-Kind	\$13,271.58	\$8,699.69	\$4,912.99
Total Giving	\$2,469,260.18	\$1,081,794.59	\$7,655,191.06
Total Numbers of Donors	1261	1288	1115

	FY 2015 Total	FY 2014 Total	FY 2013 Total
Pledges & Payments	\$3,483,713.40	\$3,335,932.34	\$1,808,765.00
Outright Cash Gifts	\$695,525.79	\$752,168.84	\$536,610.27
Gifts-In-Kind	\$22,361.04	\$30,702.00	\$6,720.00
Total Giving	\$4,201,600.23	\$4,118,803.18	\$2,352,095.27
Total Numbers of Donors	1163	1015	796

Drafted 5/28/2019

AGENDA
West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Grand Hall
Thursday, June 6, 2019

1. Call to Order and Roll Call – Charles E. Jones, Jr., presiding
2. Verification of Appropriate Notice of Public Meeting Action 1
3. Review and Approval of Meeting Agenda Action 2
4. Review and Approval of Minutes of the Previous Meeting Action 3
5. University Recommendations and Reports Information
 - a. Recruitment and Retention
6. Next Meeting Date – *TBD*
7. Adjournment

Agenda prepared by – Rhonda Brogan, Recruitment and Retention Committee Clerk, May 23, 2019

**Board of Governors
West Virginia State University
Bylaws and Policy Review Committee**

Date/Time: 6/6/2019 -- 8:30 AM

Location:

Erickson Alumni Center, Weisberg Lounge
West Virginia State University Campus
Institute, WV 25112

Purpose: To conduct regular business of the committee.

Notes:

Meeting was approved : 5/30/2019 11:03:43 AM

MEETING MINUTES
West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Grand Hall
Thursday, April 4, 2019
10:30 am - 11:20 am

1. Call to Order and Roll Call

Members Present: Mr. James Buchanan, Mr. Mark Davis, Ms. Katherine Dooley, Mr. Charles E. Jones, Jr., Mr. James Payne, Ms. Baigen Seawell

2. Verification of Appropriate Notice of Public Meeting

Committee Chair, Mr. Charles E. Jones, Jr. announced the Verification of Appropriate Notice of Public Meeting.

3. Review and Approval of Meeting Agenda

Committee Chair, Mr. Charles E. Jones, Jr. asked for a motion to approve the agenda. Mr. Mark Davis made the motion to approve the meeting agenda. Mr. James Buchanan second the motion; motion carried.

4. Review and Approval of Minutes of the Previous Meeting

Committee Chair, Mr. Charles E. Jones, Jr. asked for a motion to approve the minutes of the previous meeting. Mr. Mark Davis made the motion to approve the minutes. Mr. James Buchanan second the motion; motion carried.

Committee Chair, Mr. Charles E. Jones, Jr. asked for a motion to approve the minutes of the December 7, 2018 meeting. Mr. James Buchanan made the motion to approve the previous meeting minutes. Mr. Mark Davis second the motion; motion carried.

5. University Recommendations and Reports

a. Office of Undergraduate Admissions Recruitment Strategy and Impact

Ms. Jameelah Means, Director of Undergraduate Admissions, presented freshmen and transfer recruitment strategies, and its impact on the Fall 2019 student engagement funnel as of March 25, 2019.

Freshmen Recruitment Strategy

- i. The Office of Undergraduate Admissions has utilized historical and real-time recruitment and admissions trend data since Spring 2017 to:
 - Engage in-state and out-of-state prospective students via multiple sources.
 - Identify and recruit prospective students in current and new in-state and out-of-state target markets.
 - Selectively purchase prospect names from various sources to build a pipeline of potential freshmen students.

The Office of Undergraduate Admissions enhanced collaboration with high school guidance counselors to: (a) coordinate admission recruiter site visits; (b) personalized campus tour visits; (c) acquire applicant official high school transcripts.

- ii. A collaborative effort between the offices of Undergraduate Admissions and Communications and Marketing was implemented to announce and promote West Virginia State University high school recruitment visits, and presence at college fairs in advance of arrival to location through social media.
- iii. A new initiative implemented this recruitment cycle was to offer West Virginia high school applicants on-site admissions decisions during site visits.

Transfer Student Recruitment Strategy

- i. A new initiative implemented was to selectively purchase prospect names from Phi Theta Kappa Honor Society. This new initiative also enhanced the West Virginia State University profile on the Phi Theta Kappa organization website.
- ii. Outreach to transfer coordinators at BridgeValley Community and Technical College (BVCTC) and New River Community and Technical College (NRCTC) provide an opportunity to receive Fall/Spring graduation lists. The graduation lists were utilized to develop a communication plan with recent graduates from each of the community colleges to promote the West Virginia State University "Straight to State" program. Ms. Katherine Dooley asked why the "Straight to State" articulation agreement is only offered to BVCTC and NRCTC. There was a discussion about whether Academic Affairs should explore this opportunity with other institutions through a similar articulation agreement.
- iii. The Office of Undergraduate Admissions participates in multiple California Community College/HBCU Transfer Agreement virtual college fairs to promote West Virginia State University to recruit potential transfer students. In addition, we participate in virtual presentations to community colleges to promote specific WVSU degree programs to potential transfer students.
- iv. A new initiative implemented this recruitment cycle was to offer transfer applicants on-site admissions decisions during site visits.

As of March 25, 2019, the Office of Undergraduate Admissions has visited 61 West Virginia high schools that encompassed 47 counties. In addition, the Admission Recruiters attended 77 national college fairs. The national college fairs included community colleges, state and national professional organizations, Greek organization sponsored fairs, HBCU sponsored fairs, out-of-state high schools and churches. The Office of Undergraduate Admissions collaborated with the Office of Alumni Relations to identify and request alumni to volunteer and represent WVSU at several national college fairs.

Ms. Katherine Dooley asked which fairs were the most successful in yielding WVSU prospective students. Ms. Jameelah Means stated that the comparative raw data and the percentage of Full-Time Equivalent (FTE) will be presented at the September 2019 meeting. Mr. Charles E. Jones, Jr. asked how effective are the high school visits compared to the

overall cost. Mr. Joseph Oden stated we utilize intergraded data-driven methodology to determine our recruitment strategies to manage expenditures and target high yield locations.

Freshmen Student Recruitment Strategy Fall 2019 Impact as of March 25, 2019 is as follows:

- 12% increase in Applications
- 37 % increase in Admits
- 66% increase in Intent to Enroll

Transfer Student Recruitment Strategy Fall 2019 Impact as of March 25, 2019 is as follows:

- 62% increase in Applications
- 81% increase in Admits
- 55% increase in Intent to Enroll

b. Office of Retention and Student Success Strategy Development Process

Dr. Shannon McGhee, Director of Retention and Student Success, presented to the committee the Retention and Student Success Strategy Development Process that encompasses three phases.

Phase I: Discovery

In the Discovery Phase, Dr. McGhee identified three at-risk student populations that encompass the following:

- Conditional Admit Students
- Readmitted Students
- General Studies Majors

In addition, Dr. McGhee reviewed institutional enrollment processes that potentially contributed to the at-risk population that encompasses:

- Matriculation of students with outstanding balances
- Withdrawal and exit interview process
- Proactive advising
- High 'DFW' rate courses
- Midterm grades outreach initiatives

Phase II: Assemble Retention and Student Success Work Team

In Phase Two, Dr. McGhee established the inaugural Retention and Student Success Work Team comprised of 31 stakeholders. The stakeholders include the deans and faculty from the four respective colleges, and directors and staff from all student-facing departments. The work teams are segmented by assignments that include:

- Student Support Team
- Process Improvement Team
- Academic Intervention Team

The work teams were assigned three deliverables that include the following:

- Explanation of policies and description of processes that were due March 14, 2019.
- Reconvene April 11, 2019 with expanded stakeholder participation.
- Brainstorm interventions and improvements.

Phase III: Development

The Development Phase consists of two emerging opportunities that include:

- Develop on-line withdrawal forms to improve communication and outreach to students; track student withdrawal reasons to obtain baseline trend data.
- Expand Supplemental Instruction Program to improve completion rates in historically difficult courses.

The Development Phase also includes an opportunity already implemented which is:

- The purchase of Starfish, an early-alert software to improve communication between faculty and student facing departments to address student concerns holistically. The tentative launch date is Fall 2019.

Dr. McGhee had an initial conversation with, Dr. Scott Woodard, Associate Provost, to purchase a suite of online forms to help streamline processes in the Office of Registrar and Records. The cost for the on-line forms is \$249 per month.

Next Meeting Date May 10, 2019

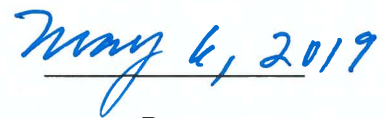
6. Adjournment

With there being no further business, the meeting adjourned at 11:32 a.m.

Respectfully Submitted by Mrs. Rhonda Brogan, Recruitment and Retention, Committee Clerk May 6, 2019.



Dr. Yvette Underdue Murph
Vice President of Enrollment Management and Student Affairs



Date