

BOARD OF GOVERNORS MEETING MATERIALS
April 23, 2021

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Meetings Schedule
West Virginia State University Board of Governors
April 23, 2021
Room 136, James C. Wilson University Union and Zoom
<https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrdlFlUUFKUT09>
Meeting ID: 975 8961 5673

8:30 a.m. – 10:00 a.m.	Academic Policy Committee
10:15 a.m. – 11:00 a.m.	Finance Committee
11:15 a.m. – 11:45 a.m.	Institutional Advancement Committee
12:00 p.m. – 1:00 p.m.	Recruitment and Retention Committee
1:15 p.m. – 2:00 p.m.	Lunch
2:00 p.m.	Full Board

NOTE: The meeting room must be vacated by guests and presenters after each meeting to allow time for sanitization in between meetings.



**Board of Governors
ACADEMIC POLICY COMMITTEE
Via Zoom**

Room 136, James C. Wilson University Union and Zoom

<https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrdlFIUUFKUT09>

Meeting ID: 975 8961 5673

Friday, April 23, 2021

8:30 a.m.

AGENDA

- | | |
|---|----------------------------------|
| I. Call to Order | Frank Vaughan |
| II. Roll Call | Brittany Fletcher |
| III. Verification of Appropriate Notice of Public Meeting | Ann Brothers Smith |
| IV. Approval of February 4, 2021 Meeting Minutes (<i>Action Required</i>) | Ann Brothers Smith |
| V. Approval of Academic Program Reviews <ul style="list-style-type: none">• Psychology, B.A. (<i>Action Required</i>)• Education, B.S. (<i>Action Required</i>) | Gurupdes Pandher
Paige Carney |
| VI. Approval of Proposal for New Academic Degree Program <ul style="list-style-type: none">• Master of Business Administration (MBA) (<i>Action Required</i>) | Gurupdes Pandher |
| VII. Approval of Mission, Vision, and Values (<i>Action Required</i>)
(Strategic Planning Update) | Sharon Warren Cook |
| VIII. Adjournment | Ann Brothers Smith |

West Virginia Secretary of State — Online Data Services

Administrative Law

Online Data Services Help

Administrative Law

Meeting Notice Detail

[Back to Meeting Notices](#)

Board of Governors West Virginia State University Academic Policy Committee
Date/Time: 4/23/2021 -- 8:30 AM
Location: Room 136, James C. Wilson University Union and Zoom https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrd1F1UUFKUT09 Meeting ID: 975 8961 5673
Purpose: To conduct business prior to the full board meeting.
Notes:
Meeting was approved : 4/16/2021 11:15:29 AM

[Back to Meeting Notices](#)

Friday, April 16, 2021 — 11:58 AM

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Meeting Minutes
West Virginia State University Board of Governors
Academic Policy Committee
Zoom
February 4, 2021
8:30 a.m.

I. Call to Order

With a quorum being present, the meeting was called to order by Presiding Officer, Dr. Vaughan, at 8:30 a.m.

II. Roll Call

The clerk called the roll. Members present were Mr. Flores, Dr. Vaughan, Mr. Davis, Mr. Jones, Mr. Kelley, Mr. Raines, Mr. Payne, Dr. Smith, Ms. Harper, and Mr. Buchanan. Mr. Gray and Mrs. Pitchford were absent.

III. Election of Committee Chair

Mr. Jones nominated Dr. Smith to serve as chair of the committee, and it was seconded by Mr. Kelley. The motion carried.

IV. Verification of Appropriate Notice of Public Meeting

Dr. Vaughan announced the Verification of Appropriate Notice of Public Meeting.

V. Approval of November 20, 2020 Meeting Minutes

Mr. Kelley motioned for approval of the November 20, 2020 meeting minutes. Dr. Smith seconded the motion, and the motion carried.

VI. Executive Summary of M.S. and M.A. in Biotechnology

Dr. Zaman reported to the committee on the executive summary for the Masters of Science and Masters of Arts Biotechnology programs.

VII. Approval of Academic program Review

Dr. Wallace reported to the committee with program highlights of the Bachelor of Science in Communications. He informed the committee that the program review committee recommended that the Bachelor of Science in Communications program be continued at its current level, with program report revisions suggested by the committee for the final report and a follow-up report on assessment due to Academic Affairs by spring 2022. Dr. Vaughan inquired about how well the Communications program is with the number of staff and faculty members. Dr. Wallace stated that there is a need for a new faculty member due to a faculty member retiring before the fall 2020 semester.

Mr. Kelley made a motion to recommend that the Bachelor of Science in Communications continue at its current level with a follow-up report on assessment to be received by Academic Affairs by spring 2022. Ms. Harper seconded the motion. The motion carried.

VIII. Academic Degree Programs Productivity Assessment

Dr. Cook reported to the committee regarding the academic degree programs productivity assessment and its purpose. She informed the committee on the highest and lowest producing undergraduate degree programs.

IX. Accessibility Resources

Mr. Casey reported to the committee regarding accessibility resources at West Virginia State University.

X. Research & Development Corp. Budget and Strategic Priorities

Dr. Toledo reported to the committee regarding the Research & Development Corporation budget and strategic priorities.

XI. Adjournment

With there being no further business, a motion was made by Mr. Kelley and seconded by Dr. Smith to adjourn the meeting. The motion carried. The meeting adjourned at 10:27 a.m.

Respectfully Submitted by Brittany Fletcher, Committee Clerk, February 6, 2021

Approved by:

Sharon Warren Cook, Ph.D.
Provost and Vice President for Academic Affairs
Academic Policy Committee Administrator

Bachelor of Arts in Psychology Program Review

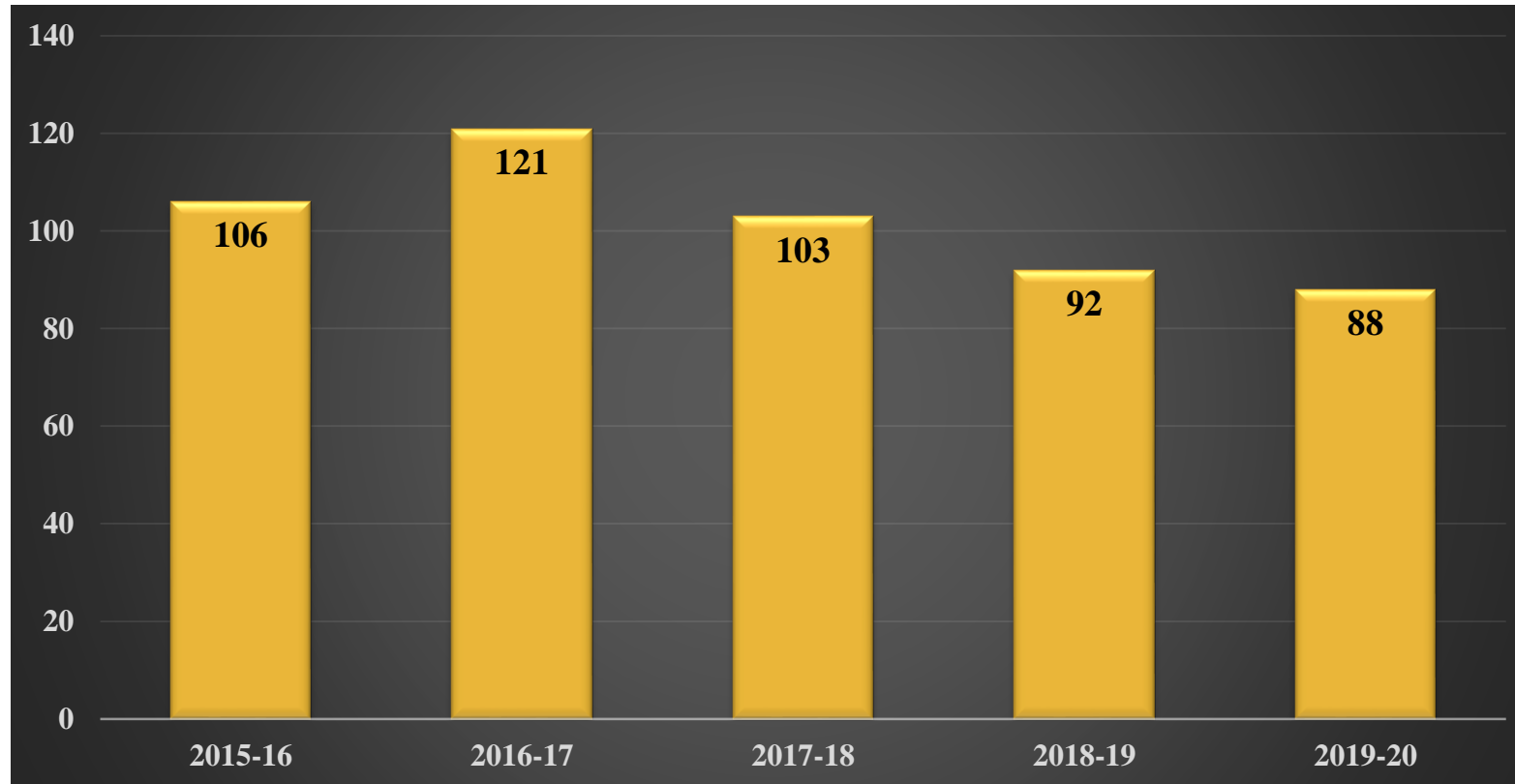
Board of Governors Meeting
Academic Policy Committee
Gurupdes Pandher
April 23, 2021

Program Overview

- The Psychology Program prepares students in the following ways:
 - Provides a comprehensive curriculum and field experiences to prepare them for graduate education and careers in mental health services.
 - Prepares students to be proficient researchers and for graduate education.
 - Present a balanced, thorough view of psychology as a behavioral science, while also emphasizing the practical importance of the subject matter in their daily lives.
- The Psychology Program continues to be stable and productive, with healthy class sizes, a graduation rate of approximately 20% per year, and a number of majors that compares favorably with other programs at WVSU (around about 5% of the overall University enrollment).

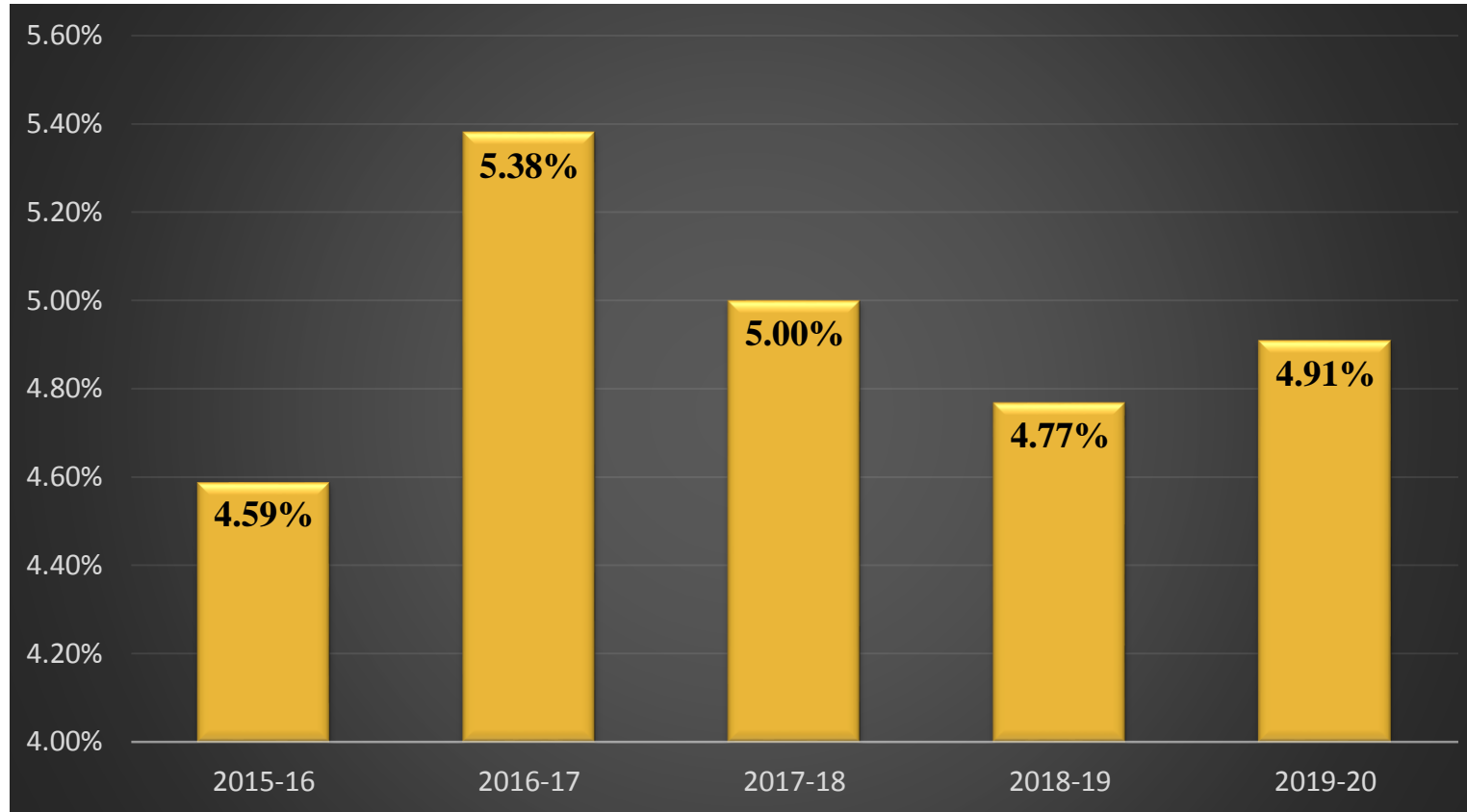
Program Enrollment

Program Enrollment by Year: 2015 - 2020



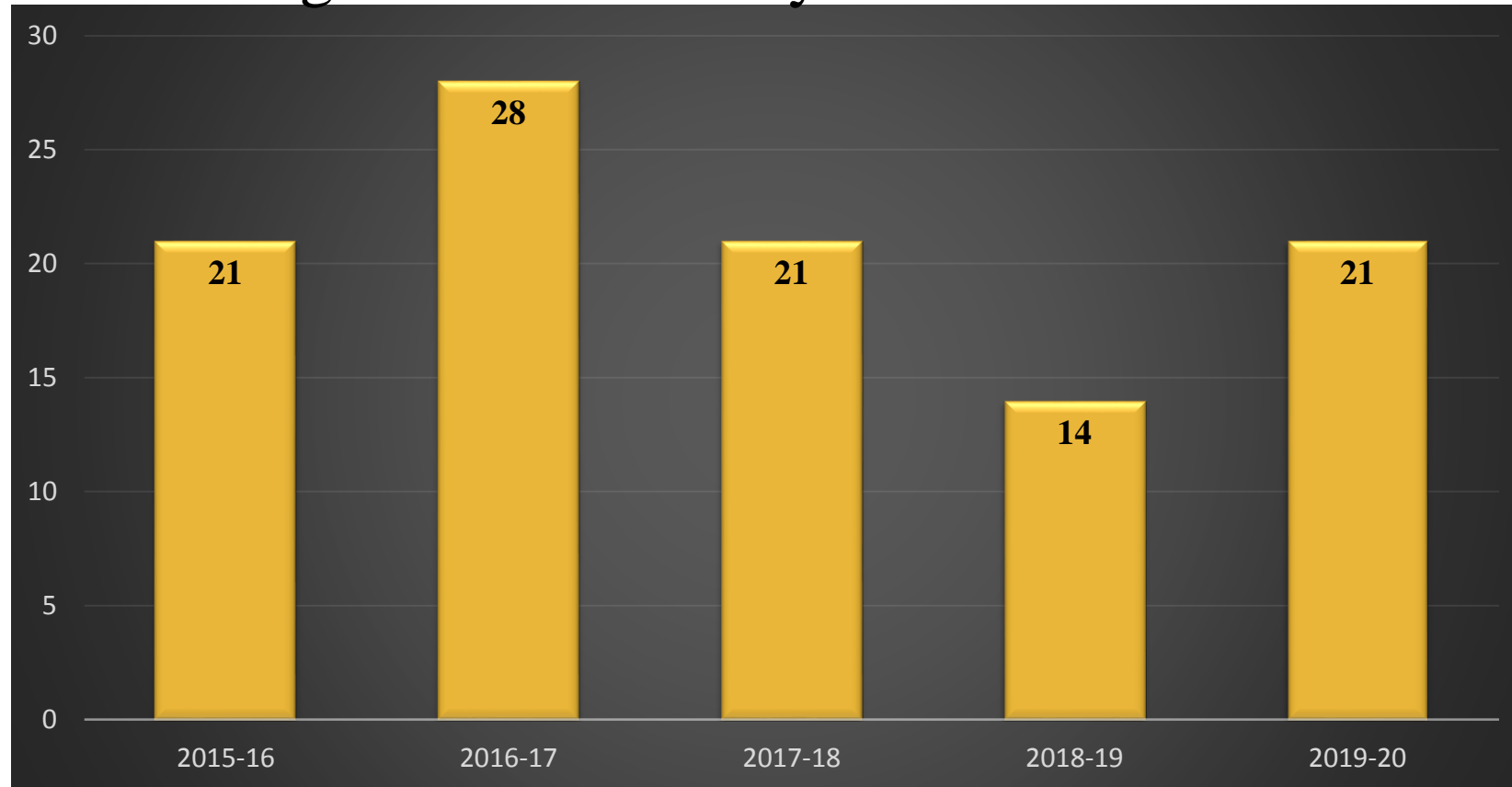
Percentage of Undergraduate Majors

Psychology Majors as a Percentage of Total Undergraduate Majors

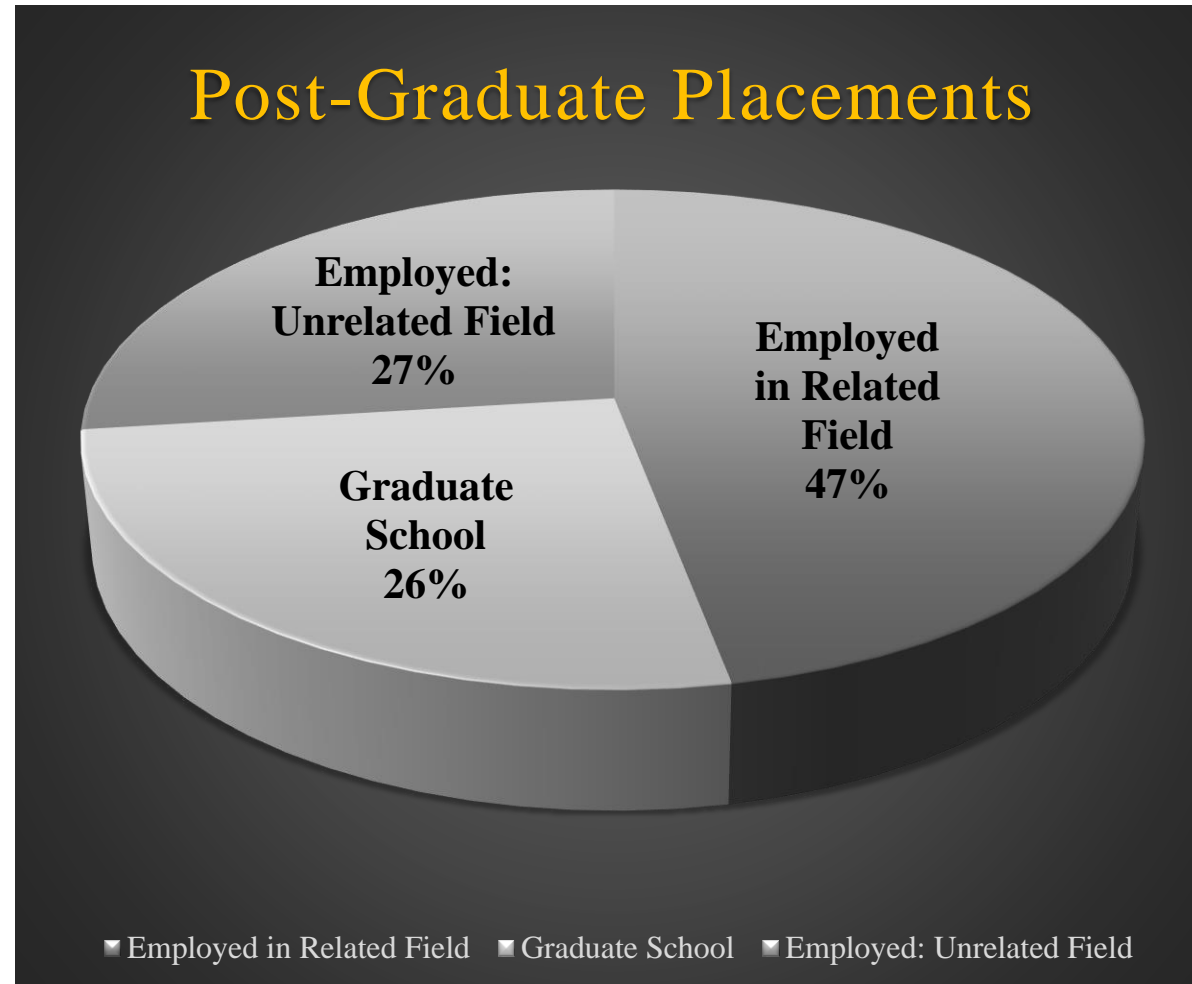


Program Graduates

Program Graduates by Year: 2015 - 2020



Student Outcomes Following Graduation



Program Highlights

- The program is economically viable with a ROI of 380% (salaries are 26% of credit hour revenue).
- The program supports many programs by providing required cognates and prerequisite courses. The program also serves a large number of students in Early Enrollment courses.
- Post-graduation outcomes for Psychology majors reveal that almost half are employed in positions relevant to the discipline with over a fourth enrolled in graduate programs.

Program Highlights Continued

- The program provides practicum placements (field experiences) allowing students to work with professionals providing psychological services, counseling, social or rehabilitative services, government or judicial services, or in businesses. Over a third of these students are offered employment opportunities with those organizations.
- Assessment Indicators from the Major Field Test in Psychology indicate that Psychology graduates are proficient in their knowledge and application of key areas of the discipline, as compared to HCBU Psychology programs in the Southeast and Mid-Atlantic regions. This was especially true in areas related to professional practice, such as Clinical and Abnormal Psychology (89th percentile).
- An average of 16 students a year are inducted into our chapter of Psi Chi, the International Honor Society in Psychology, with the mission of recognizing and promoting excellence in the science and application of psychology. Our chapter was recognized in 2016 by Psi Chi as a Model Chapter – the only organization in West Virginia to receive that distinction.

Questions?

Bachelor of Science in Education Program Review

Board of Governors Meeting
Academic Policy Committee
Paige Carney
April 23, 2021

West Virginia State University Education Department

- For over 120 years, the Education Department has prepared teachers as human developers who love to teach. The program maintains highly qualified faculty to nurture future educators through a sequential process to become exemplary teachers in the region, state, and nation.
- The Teacher Education Program currently offers 11 content specialization pathways leading to WVDE certifications ranging from Pre-K to Adult.

Content Area Pathways

- Elementary K-6 Art (Pre-K/Adult)
- Business Education (5-Adult)
- English (5-Adult)
- Wellness (Pre-K/Adult)
- Music (Pre-K/Adult)
- Biology (9-Adult)
- Chemistry (9-Adult)
- General Science (5-Adult)
- Mathematics (5-Adult)
- Social Studies (5-Adult)

Education Program Highlights

- The Education Department has now implemented the Yearlong Residency Model as outlined in WVDE Policy 5100, we have 15 second semester Resident Teachers and 22 first semester Resident Teachers for Spring 2021. Resident Teachers remain in the same school placement with their Cooperating Teacher for two semesters.
- The WVSU Teacher Education Program is fully accredited by the National Council for the Accreditation of Teacher Education (NCATE) through 2021. The Self-Study Report was submitted to CAEP (formerly NCATE) in February 2021 with the onsite visit scheduled for November 2021.
- Educator accreditation is the seal of approval that assures quality candidate preparation. Accreditation ensures that educator programs prepare new teachers to know their subjects, their students, and have the clinical training that allows them to enter the classroom prepared to teach effectively.

Accreditation Requirements for Educator Preparation Programs (EPPs) in WV

- WVDE Policy 5100 establishes the process for developing, implementing, and receiving West Virginia Board of Education (WVBE), approval to operate an educator preparation program (EPP) leading to West Virginia licensure in an institution of higher education (IHE).
- Per Policy 5100, §126-114-11. Authorization and Accreditation Requirements.
 - 11.1. Institutional Authorization. A publicly supported EPP must be authorized by its governing board to offer programs of study leading to West Virginia licensure, evidenced by a letter from the WVHEPC. In the case of EPPs housed in private IHEs, a letter from the chief executive officer of the entity authorizing the EPP of study must be provided.
 - 11.2. Institutional Accreditation. An IHE offering WVBE-approved programs of study must hold regional accreditation as defined in section 5.
 - 11.3. National Accreditation. All EPPs offering programs of study that lead to licensure to work in the public schools of West Virginia must meet WVBE-approved national accreditor's eligibility criteria or be in the WVBE-approved national accreditor's candidacy process.

Education Program Enrollment

Program Graduates and Completers by Year

Academic Year	Number of Available Pathways	Number of Graduates	Number of Completers
2017-2018	10	45	42
2018-2019	9	38	38
2019-2020	7	44	42
2020-2021	8	32	16* *only includes Fall '20

“Graduates” include students that have completed all Education course requirements and received a degree.

“Completers” includes all students that have graduated and passed required WV certification (Content & PLT PRAXIS) Exams.

Education Program Enrollment

Major Enrollment - Initial Licensure

TOTAL ENROLLMENTS							
CONTENT AREA	FALL 2017	SPRING 2018	FALL 2018	SPRING 2019	FALL 2019	SPRING 2020	FALL 2020
0556 - A ED / BIOLOGY (9-ADULT)	2	2	2	0	2	---	---
0557 - A ED / CHEMISTRY (9-ADULT)	3	2	2	5	3	3	2
0551 - E ED / ELEMENTARY ED (K-6)	192	157	176	143	141	115	120
0563 - EMA ED / ART	5	4	5	4	3	5	5
0564 - EMA ED / MUSIC	26	23	25	18	20	15	13
0501 - EMA ED / WELLNESS	17	22	15	18	19	15	21
0559 - MA ED / BUSINESS ED (5-ADULT)	4	3	2	1	---	---	---
0560 - MA ED / ENGLISH (5-ADULT)	25	17	16	18	14	18	12
0570 - MA ED / GEN SCIENCE (5-ADULT)	1	2	4	3	6	5	4
0561 - MA ED / MATHEMATICS (5-ADULT)	11	13	9	8	7	4	6
0562 - MA ED / SOC STUDIES (5-ADULT)	28	26	24	21	20	21	21
TOTAL:	314	271	280	239	235	201	204

Program Effectiveness Data

Academic Year	# of Graduates	In discipline related job	Passed certification exams
2015 - 2016	65	44	64
2016 - 2017	54	42	54
2017 - 2018	45	34	42
2018 - 2019	38	33	38
2019 - 2020	44	26	42
2020 - 2021	33*	50*	
*projected **only includes Fall 2020	18**	17**	15**

Reflections on Program Enrollment

- Program enrollment has declined in recent years which is reflective of reduced enrollment nationally in teacher education programs. Also, the onset of COVID-19 negatively impacted overall enrollment.
- A revamping of our collaborative relationship with local Professional Development Schools (PDS) will provide greater opportunities for candidates and will no doubt be an attractive offering to potential students.
- Prior to COVID-19, our candidates were engaged in a rich variety of field placement options undertaken with our PDS partner schools. Since the onset of COVID-19, we have worked with local Boards of Education to allow access to our first and second semester Resident Teachers. Their presence in the classrooms of Kanawha, Putnam and Lincoln Counties has been well received and provided much needed support to the school community.

Reflections on Course Enrollment

- Course enrollment has remained relatively steady with modifications made (reduction in number of needed adjuncts, establishment of course rotation schedules, etc.) to ensure maximized use of departmental resources.
- The Education Department works in close conjunction with our content partners within the additional fields of study across campus to provide all candidates with the necessary advising services. All non-elementary education candidates have both an education advisor, as well as, a content advisor in their field of study.

Reflections on Enrollment Projections

- Expectation for enrollment to increase with the reopening of schools and vaccination rollout.
- Working to include surrounding counties (including Kanawha, Putnam, Clay, Fayette, Logan, Mingo, Boone, Mason and Lincoln) in our PDS partnerships which will create more opportunity for rural students to participate in the Yearlong Residency Model.
- The ongoing teacher shortage in West Virginia will serve to strengthen interest in the education department.
- Praxis support courses in reading, writing and math will serve to boost student numbers within the professional phase of the program.

Reflections on Enrollment Projections: Retention Efforts

- Increased emphasis on advising accuracy and efficiency will ensure students stay on their major pathway assisting with retention.
- Implementation of the CAT (Candidate Assistance Team) has provided extra scaffolding to candidates who have experienced varying complications/issues over the course of their program of study. This process has served as a support to aid students in maintaining their enrollment status.
- Increased efforts to recruit and retain candidates will potentially add to enrollment numbers with special focus upon current high school dual credit students and Upward Bound.

Retention Initiatives

Pathways to Degree Completion:

1. Residency Model
2. Traditional Student Teaching

Teacher in Residency (TIR)

An intensively supervised and mentored residency program for prospective teachers during their senior year that refines their professional practice skills and helps them gain the teaching experience needed to demonstrate competence as a prerequisite to certification to teach.

RETENTION INITIATIVES

Training for Resident Teachers and/or Cooperating Resident Teachers:

1. SCOPE
2. WVTPA
3. Co-Teaching
4. Mentoring

Expanded Support for Resident Teachers and/or Cooperating Resident Teachers:

1. Cooperating Teachers
2. University Supervisors
3. Faculty Supervisors

Recommendation to the Board of Governors

The Program Review Committee recommends the Bachelor of Science in Education program be continued at its current level.

Questions

Proposal for New Academic Program Master of Business Administration (MBA)

Board of Governors Meeting
Academic Policy Committee
Gurupdesb Pandher
April 23, 2021

Overview

- Rationale, demand and distinctive features
- MBA program structure and options
- Financial viability and sustainability

Rationale, Demand and Distinctiveness

- The proposed MBA program is a response to significant unmet market needs of the state and regional economy (e.g., agribusiness, agriculture) and strong forecasted demand for employment growth in business and management occupations by the Bureau of Labor Statistics (Table 1).
- The program also responds to the long felt needs and aspiration of students, alumni and the community to expand WVSU's graduate offerings in business.
- Some of the program's distinguishing and unique features include:
 - an agribusiness concentration
 - a thesis research option (prepares students for applied and policy-related research)
 - an entrepreneurship concentration (promotes small business and startup formation in the state)
- The program will also serve CPA-track students at WVSU in attaining credit hours while also working towards their accounting career focus.

Table 1: Bureau of Labor Statistics Growth Rates

Table 1. Bureau of Labor Statistics Growth Rates for Positions in Business & Management Occupations over 2019-2029

BLS Occupational Category	Job Summary	Growth Rate 2019-2029	2019 Median Pay
Administrative Services Managers	Administrative services managers plan, direct, and coordinate activities that help an organization run efficiently.	6%*	\$96,940
Advertising, Promotions, and Marketing Managers	Advertising, promotions, and marketing managers plan programs to generate interest in products or services.	6%*	\$135,900
Architectural and Engineering Managers	Architectural and engineering managers plan, direct, and coordinate activities in architectural and engineering companies.	3%*	\$144,830
Compensation and Benefits Managers	Compensation and benefits managers plan, develop, and oversee programs to pay employees.	3%*	\$122,270
Financial Managers	Financial managers create financial reports, direct investment activities, and develop plans for the long-term financial goals of their organization.	15%*	\$129,890
Human Resources Managers	Human resources managers plan, coordinate, and direct the administrative functions of an organization.	6%*	\$116,720
Industrial Production Managers	Production Managers Industrial production managers oversee the daily operations of manufacturing and related plants.	1%	\$105,480

“*” represents higher than average expected growth.

Rationale, Demand and Distinctiveness

- The program will initially be offered fully online and during the second year as a hybrid.
- The online MBA program has the potential to also attract students residing outside of West Virginia.
- The MBA program will strengthen the College of Business and Social Sciences (CBSS) through:
 - the acquisition of additional talented faculty
 - research opportunities for students
 - improved academic competitiveness for ACBSP Accreditation

Program Structure & Options

- The proposed MBA program consists of 36 credits hours; 27 credit hours are based on required core courses (Table 2).
- The remaining 9 credit hours may be taken in elective areas or concentrations such as Agribusiness, Entrepreneurship, Accounting, Finance and Management. Students may also consider a research thesis option of 6-9 credits.

Program Course Sequence

Table 2. MBA Program Structure and Courses

Course Number	Discipline	Course Title	Hours	Term
MBA – Core Courses				
MBA 600	MGT	Quantitative Methods for Business	3	I
MBA 610	ACCT	Accounting for Managers	3	I
MBA 620	MGT	Leadership and Organizational Behavior	3	I
MBA 630	MKT	Marketing	3	I
MBA 640	FIN	Financial Management	3	I/II
MBA 650	MGT	Entrepreneurship & Startups	3	I/II
MBA 660	MGT	Operations Management	3	I/II
MBA 670	MGT	Strategic Management	3	I/II
MBA 680	MGT	Information Management	3	I/II
Elective Courses & Thesis Option				
Elective I		Program approval	3	III
Elective II		Program approval	3	III
Elective III		Programs approval	3	III
MBA Thesis		In lieu of 2-3 electives	(6-9)	III
Total			36	
Foundational Requirements				
ECON 201	ECON	Principles of Microeconomics	3	
BA 215 or Equivalent	ACCT	Three hours of Financial Accounting at the Undergraduate or Graduate level	3	



Financial Viability

The MBA program is expected to generate total revenues of **\$2,970,000**, and a net income of **\$1,233,825** over the first five years.

Table 3. Five Year Budget for the MBA program.

Year		1	2	3	4	5	Total
Students							165
- Online		15	20	20	25	25	105
- Hybrid (50%)		0	15	15	15	15	60
Tuition Revenue		\$270,000	\$630,000	\$630,000	\$720,000	\$720,000	\$2,970,000
- Online	\$18,000	\$270,000	\$360,000	\$360,000	\$450,000	\$450,000	\$1,890,000
- Hybrid (50%)	\$18,000	\$0	\$270,000	\$270,000	\$270,000	\$270,000	\$1,080,000
Expenses		\$255,075	\$369,775	\$369,775	\$370,775	\$370,775	\$1,736,175
Faculty							
- Courses (Fulltime)	per yr	12	18	18	18	18	
- Courses (Adjunct)	per yr	6	9	9	9	9	
Fulltime Faculty		2.0	3.0	3.0	3.0	3.0	
Fulltime Faculty Cost		207,000	310,500	310,500	310,500	310,500	\$1,449,000
Adjunct faculty Cost	\$2,400	\$14,400	\$21,600	\$21,600	\$21,600	\$21,600	\$100,800
Total Faculty Cost		221,400	332,100	332,100	332,100	332,100	1,549,800
Director Expense		30,675	30,675	30,675	30,675	30,675	\$153,375
Other Expenses	\$200	\$3,000	\$7,000	\$7,000	\$8,000	\$8,000	\$33,000
Net Income		\$14,925	\$260,225	\$260,225	\$349,225	\$349,225	\$1,233,825

Recommendation to the Board of Governors

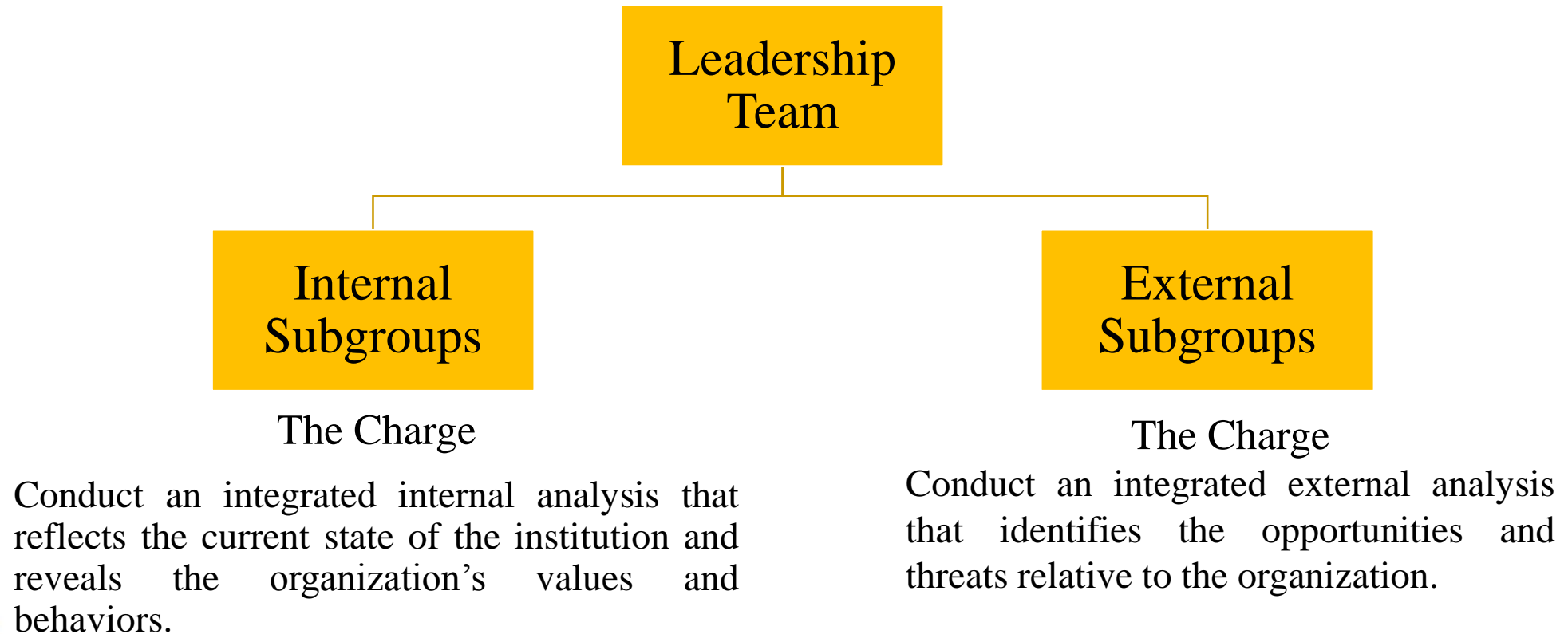
The College of Business and Social Sciences recommends the approval of the Master of Business Administration program by the Board of Governors.

Questions?

Strategic Planning Process Update

Board of Governors Meeting
Academic Policy Committee
Sharon Warren Cook
April 23, 2021

Structure of the Strategic Planning Team



Vision & Mission Statements

Vision

West Virginia State University is a premier, land-grant institution where an entrepreneurial spirit inspires innovative teaching and learning, transformative research, and relevant community engagement that empowers learners to live a life of impact.

Mission

West Virginia State University is a diverse, 1890 land-grant institution that advances knowledge through access and opportunity, innovative teaching and learning, interdisciplinary research, and impactful service. Our learners are equipped to meet the economic and social needs of the state, region, and nation, and contribute solutions to complex global challenges.

Values

STUDENT-CENTERED

We put students first in everything we do.

INCLUSION

We create a climate where all can bring their whole and authentic selves.

GOLD STANDARD

We strive for excellence in all we do and say.

INTEGRITY

We commit to ethical behavior and full transparency with ourselves and our stakeholders.

ACCOUNTABILITY

We take responsibility for our actions individually and collectively.

CREATIVITY

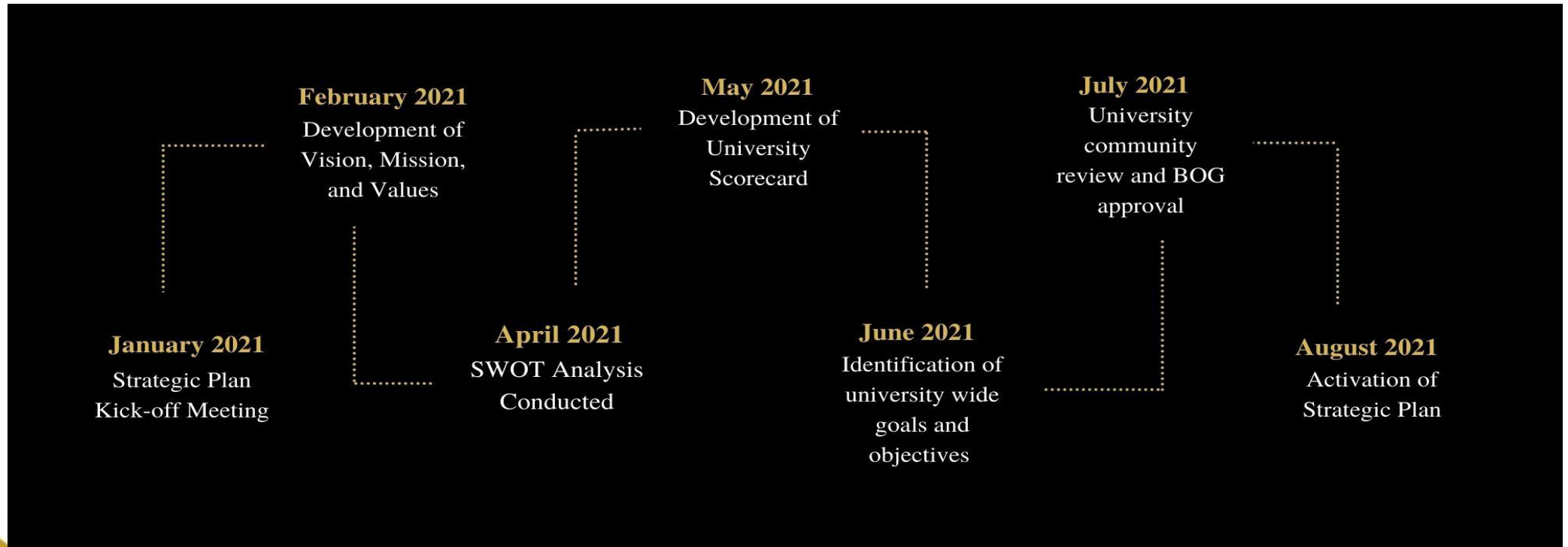
We draw inspiration from collaborating with others and create space for curiosity and imagination.

RESILIENCE

We are agile, adapt to change, and rise above adversity. We have grit.

Timeline

Strategic Plan Implementation



QUESTIONS?



**Board of Governors
FINANCE COMMITTEE**

Room 136, James C. Wilson University Union and Zoom

<https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrdlFIUUFKUT09>

Meeting ID: 975 8961 5673

Friday, April 23, 2021

10:15 a.m.

AGENDA

- | | |
|--|------------------|
| I. Call to Order | Mark Davis |
| II. Roll Call | Natasha Tyson |
| III. Verification of Appropriate Notice of Public Meeting | Mark Davis |
| IV. Approval of February 4, 2021 Meeting Minutes (<i>Action Required</i>) | Mark Davis |
| V. Business and Finance Update | Christina Dalton |
| VI. Adjournment | Mark Davis |

West Virginia Secretary of State — Online Data Services

Administrative Law

Online Data Services Help

Administrative Law

Meeting Notice Detail

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Board of Governors West Virginia State University Finance Committee
Date/Time: 4/23/2021 -- 10:15 AM
Location: Room 136, James C. Wilson University Union and Zoom https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrd1F1UUFKUT09 Meeting ID: 975 8961 5673
Purpose: To conduct business prior to the full board meeting.
Notes:
Meeting was approved : 4/16/2021 11:18:37 AM

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Friday, April 16, 2021 — 11:58 AM

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MEETING MINUTES
West Virginia State University Board of Governors
Finance Committee
Via Zoom
February 4, 2021
11:00 a.m.

I. Call to Order

Committee Chair, Mr. Davis, called the meeting to order at 12:25 p.m.

II. Roll Call

The clerk called the roll. Members present were Mr. Jones, Jr., Mr. Davis, Mr. Payne, Ms. Harper, Mr. Buchanan, Dr. Smith, Mr. Gray, Mr. Flores, Mr. Kelley, Mrs. Pitchford, and Dr. Vaughan. Members absent were Mr. Raines.

III. Verification of Appropriate Notice of Public Meeting

Mr. Davis verified the Appropriate Notice of a Public Meeting.

IV. Review and Approval of October 22, 2020 Meeting Minutes

Mr. Davis declared the meeting minutes approved.

V. Fiscal Year 2021 Budget Forecast

Ms. Dalton provided the budget information for FY20 versus FY21 and identified key points in Business and Finance. The year-end trend in revenue, actuals and year-end projections, and expenditures, historical CARES Act/HEERF expenditure breakdown, CARES Act allocation and comparison, the year-end projection assumptions and net position; looking ahead to FY21-22, the VSP will be initiated in the near future, the debt refinancing update and additional cost management strategies moving forward.

The total revenue for FY21 is \$38,256,684; the auxiliary revenue and net tuition and fees are linked to enrollment a reduction of 9 percent in year-end projections compared to last fiscal year. The net tuition and fee revenue is projected to have a 2.5 percent reduction in revenue by June 30, FY21. Grants has an increase of approximately \$4.2 million due to the CARES funding received this year compared to last year, to include both rounds of stimulus. There is a projected 10 percent increase at the close of this fiscal year in respects to trends and revenue. There is consistency in benefits, bond payments and utilities; the salaries and wages are extensively being reviewed as it is the biggest expense which is projected to have an overall increase of 6 percent. Supplies and other services to include additional expenditures that the university would incur in the second round of expenses of the CARES package. The total in expenses is projected to have an increase of 7 percent and 10 percent in revenues with a net surplus of 3 percent.

The CARES Act Higher Education Emergency Relief Funds (HEERF) provides funding allocated by the Department of Education to support students in the Higher Education institutions with expenses and COVID needs related to the pandemic. With the restrictions, the university can purchase PPE, cleaning/sanitizing supplies, distant learning, technology, campus safety and operations, the funding helps in order to reimburse the university for loss of revenue. As far as the expenditure breakdown of

CARES monies spent in 2019-2020, 62% was spent towards loss of revenue, 5% to distance learning, 25.7% allocated to Safety and Operations, other expenses made up 7.3 percent. For FY20-21, the HBCU Supplemental Funding, which is more flexible and less restrictive, WVSU received \$3.1 million of the money in the first round. This round of funding can be spent on campus Safety and Operations, loss revenue reimbursement, academic related personnel costs, dining operations, and distance learning. With the upcoming HBCU allocation, the second is also estimated to increase compared to the first round.

The FY20-21 year-end projection assumptions for revenues is that Spring 2021 enrollment (tuition, fees, room, and board) and the second round of HEERF includes the State and Institutional, as well as HBCU portion. The expenses with spending controls would include salaries and wages, and supplies and other services, and p-cards, identifying the wants verses needs. The projected net position for FY21 is roughly \$1.6 million.

The Voluntary Separation Plan (VSP) overall goal is to realign the University's expenses and implement strategic budget initiatives. January 12, 2021 was the last approval for the Joint Pensions and Retirement Committee, at which time there was originally 68 eligible employees which consisted of 37 employees in Tier I, and 31 in Tier II. The VSP information will be communicated as of February 5, 2021 to eligible individuals via email and postal mail service.

Debt refinancing includes a goal of reduction in annual bond payments with a closing date of February 2021 with an estimated savings of \$700-\$900 thousand annually. Additional cost management strategies will include the Accounts Payable Aging Schedule, a review of IT rotation plan for staff, and any additional Phase II items as necessary.

VI. Adjournment

With there being no other business, Mr. Davis declared the meeting adjourned at 1:11 p.m.

Respectfully Submitted by Natasha Tyson, Committee Clerk, February 9, 2021.

Approved by:

Christina Dalton
Vice President of Business and Finance
Finance Committee Administrator

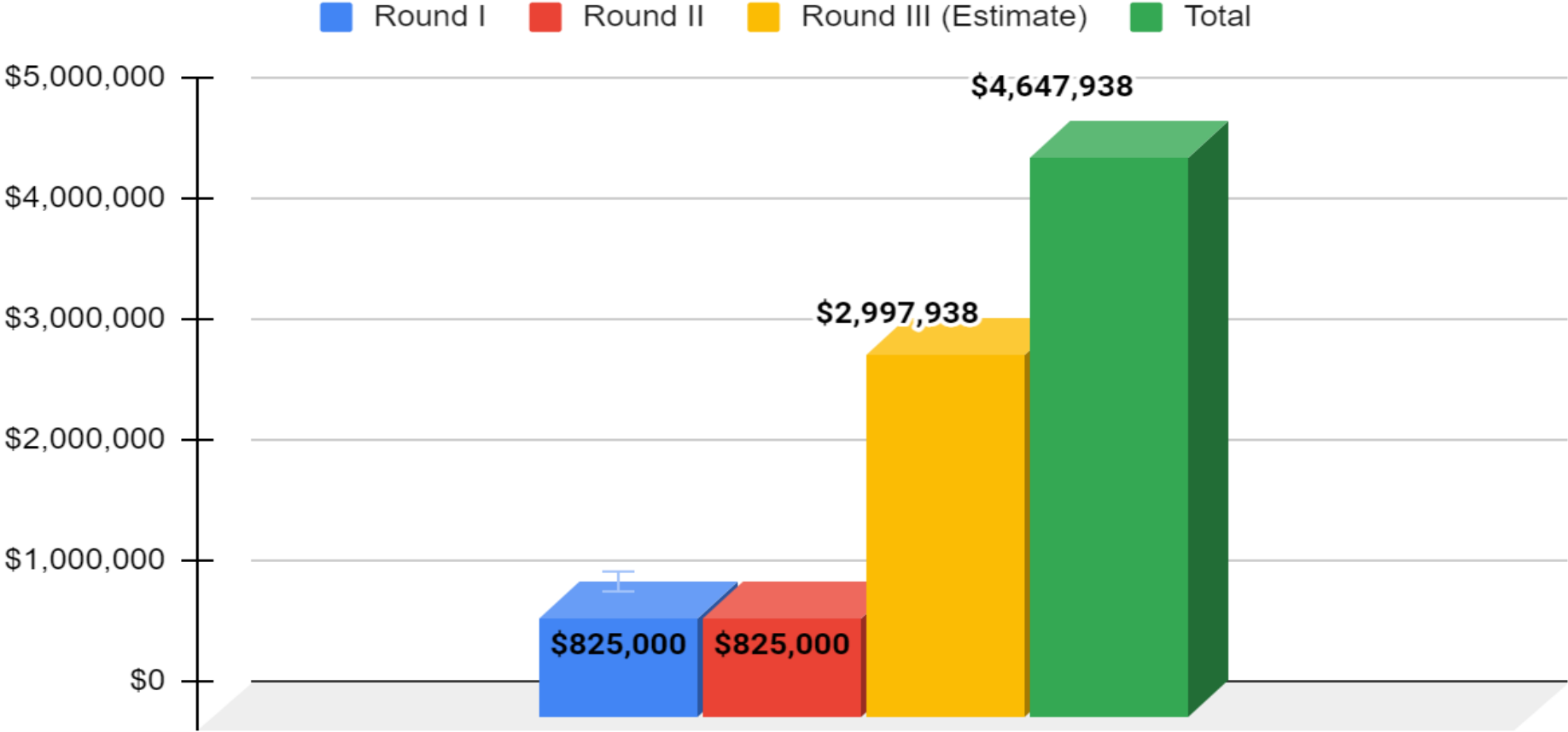
Business and Finance Update

Board of Governors Meeting
Finance Committee
Christina Dalton
April 23, 2021

Higher Education Emergency Relief Funds

- CARES Act (HEERF I)
 - Passed March 2020
- Coronavirus Response and Relief Supplemental Appropriations Act-CRRSAA (HEERF II)
 - Passed December 2020
- American Recovery Act (HEERF III)
 - Passed March 2021

Student Allocation



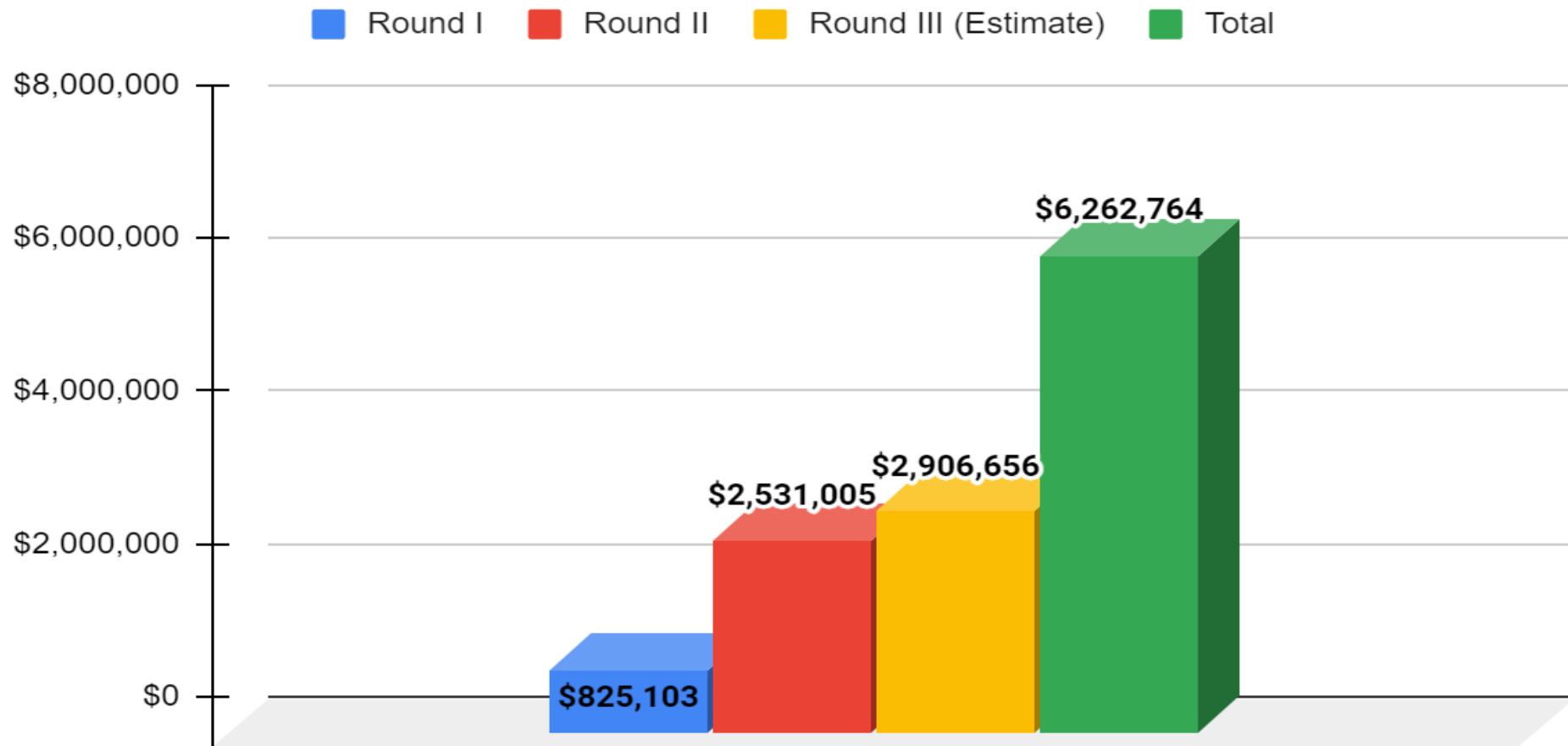
Student Emergency Aid Breakdown

- Round 1 (HEERF I)
 - Total Aid Awarded \$833,196
 - 1,161 students awarded
 - \$718 average award amount
- Round 2 (HEERF II)
 - Total Aid Awarded \$833,200
 - 1,231 students awarded
 - \$678.50 average award amount
- Round 3 (HEERF III)
 - Projected Allocation: Roughly \$3M

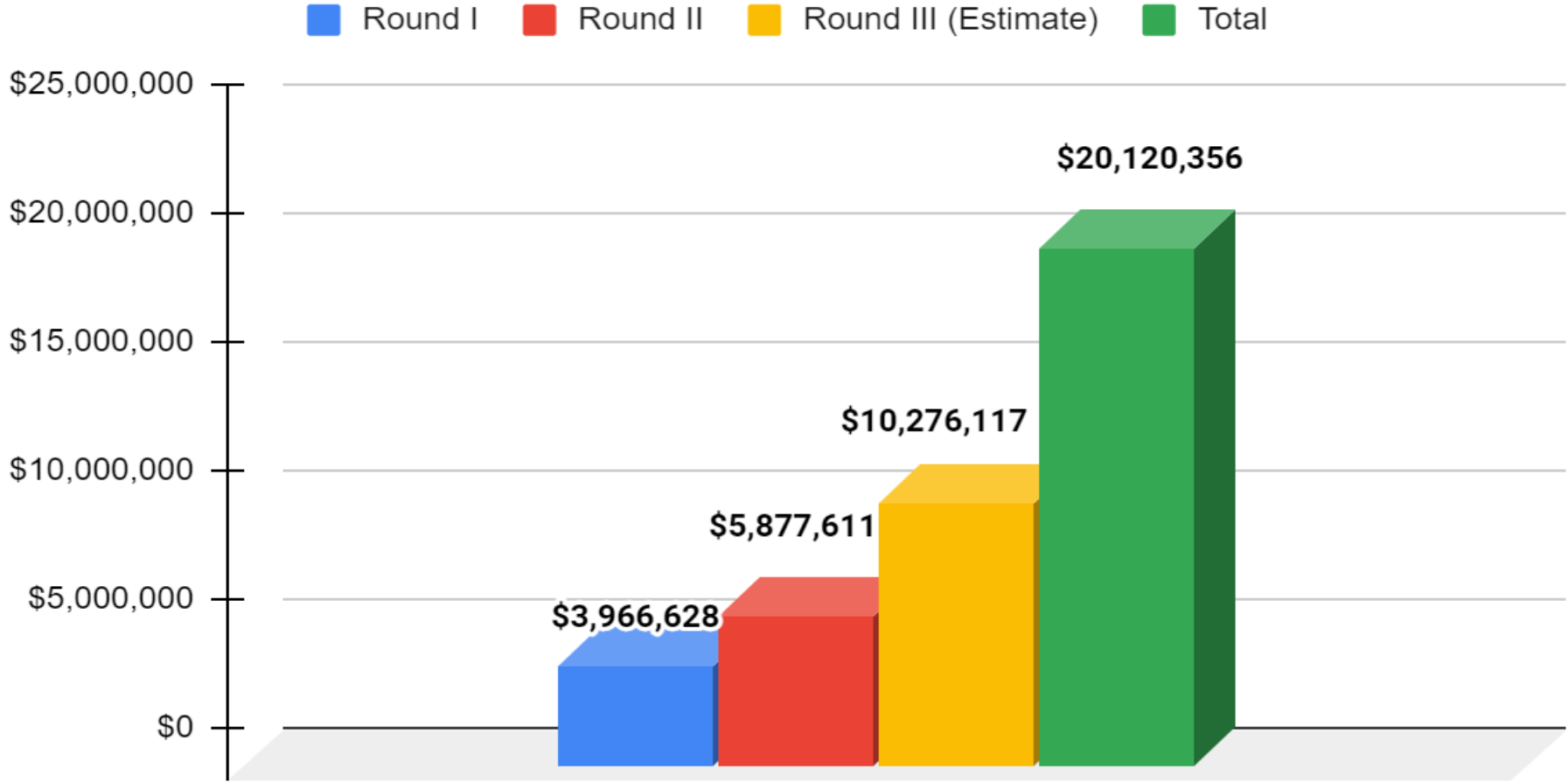
New Student Emergency Aid Criteria (HEERF III)

- Uses:
 - Prevention of hunger/food insecurity;
 - Prevention of homelessness/housing insecurity; and
 - Prevention/reduction of other hardships that students have encountered as a result of the pandemic.
- Each college and university will be solely responsible for determining which students receive emergency financial aid grants
- Committee will be created to allocate awards in Round III

Institutional Portion



HBCU Supplemental



Institutional/HBCU Supplemental Criteria

- Allowable:
 - Direct expenses associated with the coronavirus that includes but not limited to, technology for distance learning, cleaning and sanitizing and other COVID related expenses
- Unallowable (including but not limited to)
 - Marketing or recruitment activities
 - Capital Outlays associated with athletic facilities
 - Senior administrator or executive salaries
- Lost revenue calculation
 - Reimbursement for lost revenue refers to those revenues an institution of higher education (institution) otherwise expected but were reduced or eliminated as a result of the COVID-19 pandemic

Utilization

	Funds Awarded	Funds Spent To Date	Utilization (%)
HEERF I	\$4,791,628	\$4,791,628	100%
HEERF II	\$9,233,616	\$3,918,017	42%
HEERF III (projected)	\$16,180,712	\$0	0%
Total	\$30,205,956	\$8,709,645	29%

QUESTIONS



**Board of Governors
INSTITUTIONAL ADVANCEMENT COMMITTEE
Room 136, James C. Wilson University Union and Zoom**
<https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrdlFIUUFKUT09>

Meeting ID: 975 8961 5673

Friday, April 23, 2021

11:15 a.m.

AGENDA

- | | |
|---|-----------------------|
| I. Call to Order | Charles E. Jones, Jr. |
| II. Roll Call | Kristin Marsalek |
| III. Verification of Appropriate Notice of Public Meeting | Charles E. Jones, Jr. |
| IV. Approval of October 22, 2020 Meeting Minutes
(Action Required) | Charles E. Jones, Jr. |
| V. FY2021 Third Quarter Gift Report | Patricia Schumann |
| VI. Adjournment | Charles E. Jones, Jr. |

West Virginia Secretary of State — Online Data Services

Administrative Law

Online Data Services Help

Administrative Law

Meeting Notice Detail

[Back to Meeting Notices](#)

Board of Governors West Virginia State University <i>Institutional Advancement Committee</i>
Date/Time: 4/23/2021 -- 11:15 AM
Location: Room 136, James C. Wilson University Union and Zoom https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrd1F1UUFKUT09 Meeting ID: 975 8961 5673
Purpose: To conduct business prior to the full board meeting.
Notes:
Meeting was approved : 4/16/2021 11:19:29 AM

[Back to Meeting Notices](#)

Friday, April 16, 2021 — 11:57 AM

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Meeting Minutes
West Virginia State University Board of Governors
Institutional Advancement Committee
James C. Wilson University Union and Zoom
October 22, 2020
10:45 a.m.

I. Call to Order

Mr. Jones called the meeting of the Institutional Advancement Committee to order at 10:45 a.m.

II. Roll Call

The clerk called the roll. Members present were Mr. Jones, Dr. Smith, Ms. Dooley, Mr. Davis, Mr. Kelley, Mr. Lipscomb, Mr. Payne, Ms. Harper, and Mr. Kendrick. Members absent were Mrs. Pitchford, Mr. Gray, and Dr. Vaughan.

III. Verification of Appropriate Notice of Public Meeting

Mr. Jones announced Verification of Appropriate Notice of Public Meeting.

IV. Approval of Meeting Agenda

Dr. Smith moved for approval of the agenda. The motion was seconded by Ms. Dooley, and the motion carried.

V. Approval of September 3, 2020 Meeting Minutes

Mr. Davis moved for approval of the minutes for the September 3, 2020 meeting. The motion was seconded by Mr. Kelley, and the motion carried.

VI. Homecoming 2020 Outcomes and Impact

Ms. Fuller extended personal thanks to the Board of Governors for having 100% participation in the virtual Homecoming campaign. Ms. Fuller provided an updated outcome tally: 241 total donations, a gross revenue of \$76,755, and a net revenue of \$70,044. This successful first campaign is expected to contribute to university support (giving days that are approaching – Giving Tuesday, Founders Day, etc.), scholarships, and student recruitment. Ms. Fuller anticipates full support of these endeavors, as they will be voted upon during next spring's National Alumni Association Conference.

Estimates for the university's virtual Homecoming event attendance range from 30 to 100. While several alumni initially indicated via survey that they were not interested in a virtual Homecoming, many ultimately did partake in the virtual festivities. Ms. Fuller thanked President Pride for her popular alumni chat. Ms. Fuller also emphasized the success of the virtual Facebook live campus tour (it has received over 1,000 views thus far) and the alumni student chat where 40 students and alumni engaged in conversations about traditions, dorms, etc.

Dr. Smith applauded the efforts of the virtual Facebook live tour guide. Ms. Fuller concluded her portion of the presentation by sharing the names of the National Alumni Association officers who were sworn in on October 1, 2020.

VII. Fundraising Performance and Program Components

Ms. Schumann addressed overall giving from 2017-2020. In terms of dollars and donors, annual new gifts and pledges peaked with the Katherine Johnson Project in 2018. Major gifts constitute gifts of \$25,000 and above. Major gifts also peaked in 2018 at \$313,523. Planned gift commitments have varied significantly from year to year. As the number of prospective planned

gift donors in the pipeline grows, this trend line should stabilize. Foundation giving remained strong in 2018 and 2019; however, FY2020 fell short in realizing significant gifts from foundations. Moving forward, University Advancement is executing strategies to increase giving from all stakeholders.

Ms. Dooley inquired about involvement with other foundations, most specifically ones that have resulted in grants, etc. Ms. Schumann responded that the largest grants in 2019 came from the Thurgood Marshall College Fund and the American Electric Power Foundation (which funded the Engineering laboratory). Ms. Dooley then asked what tactics are being implemented to try to continue securing those types of grants. In addition to moving a number of initiatives to develop corporate partnerships, Ms. Schumann stated that University Advancement is conducting research and seeking to develop partnerships with foundations targeting HBCUs.

With regard to the overall number of donors, the last two years are virtually even; however, more work must be done in this area. The Homecoming appeal demonstrated that Crowdfunding can be an effective way to increase participation and donors. The alumni participation rate, prior to 2018, indicated steady but incremental growth (peaking in 2018 with the Katherine Johnson Project), but alumni donations have declined over the past two years. University Advancement is starting to turn a corner in this regard, but the shortfall is a matter of great concern and new approaches are being developed to increase alumni participation.

In 2019, approximately 46% of funding came directly from foundations whereas 28% came from alumni donations. In FY2020, alumni contributed the largest percentage of funds (37%) and friends stepped up with 27%. A variety of appeals – Step up for State, Giving Tuesday, WVSU Emergency Fund – received strong support from alumni and friends alike.

Historically, the largest percentage of gifts has been designated for scholarships. Scholarships remain an important way to have an impact on the university's budget. While restricted scholarships and endowed scholarships comprised 37% of giving in 2019, that number fell to 22% for 2020, while support for academic programs increased. Unrestricted support (WVSU Fund) also needs to see a substantial increase.

Ms. Schumann reported that as of October 21, 2019, \$350,870 had been received from 445 donors whereas this year \$339,743 has been collected from 838 donors. Ms. Schumann highlighted the dramatic increase in the number of donors – from 445 in FY2020 to 838 in FY2021, which can be attributed to the success of the Homecoming and Athletics Week of Giving campaigns. Utilizing the Crowdfunding platform leads to increased participation, makes it easy and fun to donate, and creates interaction between donors as they encourage one another to give. Dr. Smith praised the format utilized during Homecoming, citing ease of use. Dr. Smith stressed that alumni need to reach out to one another to encourage giving. Ms. Schumann agreed and thanked Dr. Smith for highlighting the interactive fundraising platform. When alumni make a gift, that information can be shared on social media. In addition, if donors agree, names and gift amounts appear on the donor wall. This tool is also available to other programs and campus organizations.

Mr. Jones shared that periodic payments can be made to WVSU by having a donor notify his/her credit card company. Mr. Jones stated donations then become an automatic part of an individual's giving capability and enable the donor to receive additional benefits (e.g., credit card points).

Annual Giving strategies currently include direct mail, email, and Crowdfunding. Direct mail continues to receive a higher response than electronic communications. Mail also serves as the

sole means of communication for many alumni. Crowdfunding is growing in value as a tool that can be used by University Advancement as well as academic colleges, student organizations and athletics. Ms. Schumann also discussed the Tower Club monthly giving program, which provides incentives and recognition for giving. An employee giving program is expected to launch in Fall 2021. Ms. Schumann emphasized the recognition societies for those who give at the leadership level (President's Circle, The Champions Club).

Major gifts will play a critical role in increasing overall giving to the University. A metrics system is being implemented to hold gift officers accountable for contacts, meetings and progress toward gift commitments. Cultivation of a major gift can take 12-24 months as a relationship is developed with a prospective donor while honing in on the donor's interests. Ms. Schumann then reminded the board members that a Zoom webinar titled 'How Do I Start a Scholarship? Tips and Tools to Assist Current and Future Students' will occur at 4pm on November 4, 2020.

Ms. Schumann highlighted the recent planned giving seminar led by Chris Price and shared there are multiple tools to increase planned gift commitments: information shared through the website and a quarterly e-newsletter, estate planning seminars, personal outreach, impact stories and recognizing donors during their lifetime (Legacy Society).

Philanthropy is slightly different with corporations and foundations, as they normally have clearly defined objectives. At present, the Foundation is researching corporations with goals that align with WVSU's needs and opportunities. Strong brand identity will be essential to promote corporation and foundation giving. The team is actively exploring all methods to gain access to these opportunities. The power of corporate partnerships is beginning to take shape as WVSU seeks to bring together faculty, academic colleges, and administrative offices to explore how a full partnership can provide student learning opportunities, internships, job placement, enhanced brand identity and philanthropic support.

Ms. Schumann also addressed the forthcoming development of College Advisory Boards and a Board of Visitors. College Advisory Boards will serve as a means to engage faculty while enabling more people to become involved in active support of the University. The Board of Visitors will provide high-level advice to the President and senior leadership, and board members will serve as advocates and ambassadors for the university.

Ms. Schumann shared there has been growth in endowment over the past 10 years. A strong endowment provides a solid foundation for the future, funds are invested, and only the investment income is spent. Ms. Schumann indicated that the endowment's downturn in FY2020 was due to the financial impact of the pandemic, and that substantial recovery has already taken place. A new opportunity, the Title III Endowment Match, is already bearing fruit for WVSU. A portion of Title III funds are set aside to match privately donated funds, providing a dollar for dollar match. Thus far, two individuals have taken advantage of the program.

Dr. Smith asked where information could be found about the Title III Endowment Match. Ms. Schumann stated that the Foundation is currently developing policies to administer the program according to federal guidelines, and that information will soon be uploaded to the website. Dr. Smith inquired whether the match can apply to new or existing gifts. Ms. Schumann replied the Title III Endowment Match can be applied to both.

Ms. Dooley asked if the Foundation is taking advantage of mandatory 401k distributions and if the Foundation is marketing an individual's ability to donate that money directly to WVSU. Ms.

Schumann shared that the charitable IRA rollover is an increasingly popular way to give, and information regarding this option can be found on WVSU's planned giving website.

VIII. Adjournment

With there being no further business, Ms. Dooley moved for adjournment, and the motion was seconded by Mr. Kendrick. The motion carried. The meeting adjourned at 11:24 a.m.

Respectfully submitted by: Kristin Marsalek, Committee Clerk, October 27, 2020

Approved by:

Patricia Schumann
Vice President for University Advancement, Communications and Marketing
Institutional Advancement Committee Administrator

FY2021 Third Quarter Gift Report

Board of Governors Meeting
Institutional Advancement Committee
Patricia Schumann
April 23, 2021

Third Quarter Gift Report (March 31, 2021)

	FY2020 YTD	FY2021 YTD	+ / -
Pledges	\$150,850	\$795,176	427%
Cash Gifts	\$733,568	\$1,311,134	79%
Gifts in Kind	\$0	\$10,775	NA
Total Giving	\$884,418	\$2,117,085	139%

Third Quarter Gift Report (March 31, 2021)

	FY2020	FY2021	+ / -
Number of Donors	789	1,699	115%
Number of Gifts	2,783	4,088	47%
Average Gift	\$318	\$518	63%
Number of Alumni	391	608	55%
Alumni Participation	2.17%	3.4%	56%

Gift Types (March 31, 2021)

	FY2020	FY2021	+ / -
Annual Gifts	\$355,712	\$512,409	44%
Major Gifts	\$80,000	\$355,000	313%
Planned Gifts	\$188,000	\$540,806	188%
Corp/Foundation Gifts	\$260,705	\$708,870	172%
Gifts to Endowment	\$112,010	\$847,950	657%

Founders Day – Day of Giving

March 17, 2021

Day of Giving Historic Performance

	Dollars	Donors	Notes
FY2016	\$11,772	117	Founders Day 3/2016
FY2017	\$20,251	59	Giving Tuesday 11/2016 (\$10,000 match)
	\$21,641	119	Founders Day 3/2017
FY2018	\$24,000	71	Giving Tuesday 11/2017
	\$21,945	83	Founders Day 3/2018
FY2019	\$7,500	57	Giving Tuesday 11/2018
	\$14,882	88	Founders Day 3/2019
FY2020	\$51,280	105	Giving Tuesday 11/2019 (\$20,000 match)
	\$4,274	19	Founders Day 3/2020

Founders Day - Day of Giving 2021

Total Dollars Raised

\$500,064

Founders Day - Day of Giving 2021

303 Gifts

287 Donors

62 New Donors

Founders Day - Day of Giving 2021

WVSU Fund	\$ 31,456
WVSU Scholarship	\$ 15,485
College of Professional Studies	\$ 6,160
College of Business & Social Sciences	\$ 5,260
College of Arts & Humanities	\$ 5,710
College of Natural Sciences & Mathematics	\$ 8,511
Athletics	\$120,008
Other Designated Gifts	\$307,474

QUESTIONS



**Board of Governors
RECRUITMENT AND RETENTION COMMITTEE**

Room 136, James C. Wilson University Union and Zoom

<https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrdlFIUUFKUT09>

Meeting ID: 975 8961 5673

Friday, April 23, 2021

12:00 a.m.

AGENDA

- | | |
|--|---------------|
| I. Call to Order | Kenneth Gray |
| II. Roll Call | Rhonda Brogan |
| III. Verification of Appropriate Notice of Public Meeting | Kenneth Gray |
| IV. Approval of February 4, 2021 Meeting Minutes (<i>Action Required</i>) | Kenneth Gray |
| V. Career Services | Sandy Maharaj |
| VI. Adjournment | Kenneth Gray |

West Virginia Secretary of State — Online Data Services

Administrative Law

Online Data Services Help

Administrative Law

Meeting Notice Detail

[Back to Meeting Notices](#)

Board of Governors West Virginia State University Recruitment and Retention Committee
Date/Time: 4/23/2021 -- 12:00 PM
Location: Room 136, James C. Wilson University Union and Zoom https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrd1F1UUFKUT09 Meeting ID: 975 8961 5673
Purpose: To conduct business prior to the full board meeting.
Notes:
Meeting was approved : 4/16/2021 11:20:54 AM

[Back to Meeting Notices](#)

Friday, April 16, 2021 — 11:57 AM

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MEETING MINUTES
West Virginia State University Board of Board
Recruitment and Retention Committee
Via Zoom
February 4, 2021
11:45 a.m.

- I. Call to Order**
Committee Chair, Mrs. Pitchford, called the meeting to order at 1:45 p.m.
- II. Roll Call**
Members present were Ms. Pitchford, Mr. Gray, Mr. Buchanan, Mr. Davis, Mr. Flores, Ms. Harper, Mr. Jones, Mr. Kelley, Mr. Payne, Dr. Smith, and Dr. Vaughan. Mr. Raines was absent.
- III. Verification of Appropriate Notice of Public Meeting**
Mrs. Pitchford stated the Verification of Appropriate Notice of Public Meeting.
- IV. Approval of the November 20, 2020 Minutes**
Mrs. Pitchford asked if there were any edits needed for the previous meeting minutes. With no edits were required, Mrs. Pitchford stated that the previous meeting minutes were approved.
- V. Enrollment Update and Recruitment Plan**
Mr. Sanchez reported to the committee the spring 2021 10-Day enrollment snapshot. The report consisted of enrollment by classification. Mrs. Pitchford asked Mr. Sanchez where West Virginia State University stands in comparison to other institutions of the same size. He stated the national decline in enrollment is between 3% - 7%, and our university is at 8%. Mr. Sanchez reported the enrollment by ethnicity residency, gender, and college. Mr. Sanchez also reported on four-year spring enrollment trend data, new enrollment by state and international. He then gave a report on the 2021-2023 Undergraduate Recruitment Plan that included the Enrollment Management Mission and Vision Statements. Mr. Sanchez reported the 3-Year undergraduate recruitment goals for each year. Mr. Sanchez gave the committee recruitment territories based on national high school trend data reports. Mr. Sanchez reported on the marketing and communication strategies that will help obtain the recruitment goals over the next three years. Mr. Kelley asked about the percentage of out-of-state students who are athletes living on campus and receiving waivers. Mr. Sanchez stated that he believes 75% of resident students are athletes. Mr. Gray asked if the communication plan will empower the parents in addition to the students. Mr. Sanchez stated he has several plans to include parents. Mr. Flores inquired about the average discount rate, and Mr. Sanchez stated it is between 45% - 50%.
- VI. Counseling Services**
Mrs. Toledo reported to the committee on counseling services offered by her department. In her report she gave the committee the organizational chart of her staff. She reported on the counseling intake process and provided an overview of services provided, as well as internal and external collaborations. Mrs. Toledo reported on the programs in her department that are grant funded. She concluded her report with the strategies and opportunities her department offers to students, faculty, and staff of West Virginia State University.

VII. Adjournment with there being no further business, Mrs. Pitchford adjourned the meeting at 2:53 p.m.

Respectfully Submitted by Mrs. Rhonda Brogan, Committee Clerk, February 9, 2021.

Approved by:

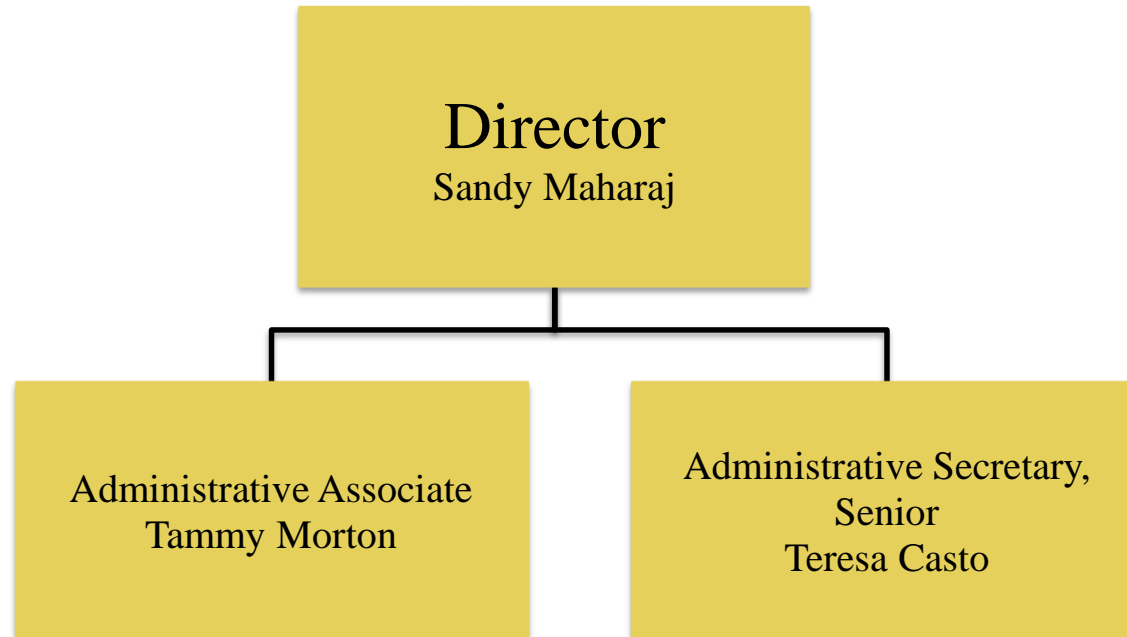
Dwight Sanchez
Vice President of Enrollment Management
Recruitment and Retention Committee Administrator

Career Services

Board of Governors Meeting
Recruitment and Retention Committee

Sandy Maharaj
April 23, 2021

Structure



About Us

The Office of Career Services is a unit in the Student Affairs administrative area that offers a variety of programs and direct services to help West Virginia State University students identify and make informed decisions about career and academic goals, engage in experiential learning opportunities, connect with employers, develop professional skills and promote lifelong career management.

Overview of Services

- Individual Career Counseling
- Career Coaching
- Career Planning
- Job Search Assistance
- Federal Work Study Placement
- Host Career Related Programs
- Co-sponsor Classroom Guest Speakers
- Cooperative Education/Internships
- Classroom Career Education Workshops and Presentations
- Campus to Career Series
- Employer Relations
- Graduate School Preparation
- Test for Credit Program

Career Resources

Career Planning

- Online personality inventories and aptitude assessment- by appointment



- Online 24/7 tool



Job Search and Graduate School Application

- Resume, Interview skills, LinkedIn profile etc.

- Online 24/7 tool



Initiatives

- Career Services Advisory Group – Advise, counsel, and assist in the planning, development, and evaluation of programs and services offered by Career Services
 - Bristol Broadcasting Company
 - MATRIC
 - NGK Spark Plugs
 - Northwestern Mutual
 - Pretera
 - WesBanco
- Career Related Programming – Provide expertise on career readiness and job search readiness skills
 - BB&T Bank (Truist Bank)
 - Encova
 - Generation Charleston
 - Harvit School of Protocol
 - N3
 - Progressive Insurance
 - Target Corporation
 - US Department of Agriculture
 - WV American Water
 - WV Department of Health and Human Resources

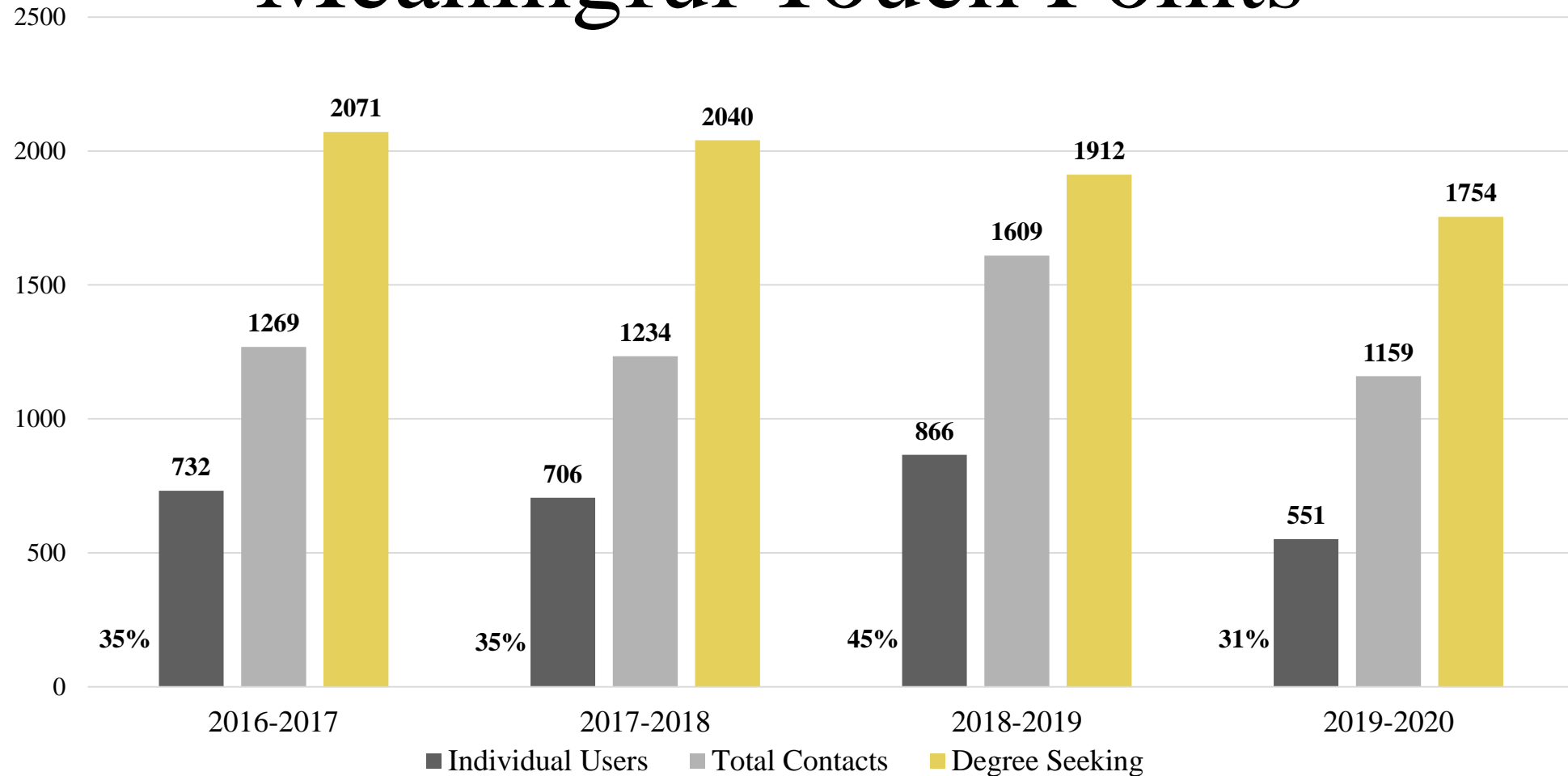
Initiatives, Cont'd

- Classroom Presentations – Provide information on career opportunities and industry/job market trends
 - Arnett, Carbis and Toothman
 - Brown and Edwards
 - Google
 - Target Corporation
- Co-op/ Internship sites – Provide learning opportunities that align with academic programs
 - Charleston Coliseum and Convention Center
 - BBL Carlton LLC
 - CDI Corporation
 - POC “People of Color” Capitol Interns
 - Motor City Industrial
 - Gray, Griffith & Mays a.c.
- Marketing and Advertising– Provide services at no cost
 - Bristol Broadcasting Company
 - LM Communications Broadcast Media Group

Career Fairs

Academic Year	# of Employers	# of Seekers
2016-17	100	298
2017-18	95	314
2018-19	116	295
2019-20	77	102

Meaningful Touch Points



*Class Presentations, Career Fairs, Career Related Programs, Testing Program, Work Study, Co-op Education and Individual Appointments

National Outlook

The **National Association of Colleges and Employers (NACE)** is a national organization that is a leading source of information on the employment of the college educated. It forecasts hiring and trends in the job market, tracks starting salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices.

- 9,500 college career services professionals
- 3,200 plus university relations and recruiting professionals
- 200 plus business solution providers
- NACE gathers data on mean starting salaries of college graduates.

Source: Naceweb.org/about-us/

National Outlook for Highest Producing Majors

National Center for Education Statistics (NCES)

2016-2017

1. Business
2. Health Profession and Related Programs
3. Social Sciences and History
4. Psychology
5. Biological and Biomedical Sciences
6. Engineering

National Association of Colleges and Employers: Southeast Region

2019-2020

1. Computer Science
2. Information Science & Systems
3. Accounting
4. Electrical Engineering
5. Finance

West Virginia State University

2019-2020

1. Business Administration
2. RBA
3. Criminal Justice
4. Social Work
5. Elementary Education
6. Psychology

Source: U.S. Department of Education, National Center for Education Statistics. (2019). *Digest of Education Statistics, 2018* (NCES 2020-009) [Chapter 3](#). and *Job Outlook 2019*, National Association of Colleges and Employers

First Destination Survey

National Association of Colleges and Employers (NACE) conducts a national study each year that provides information on where graduates at the undergraduate and graduate levels land within 6 months of graduation.

- Data gathered from employer and institution members
- Published reports; January, July and October
- Class year includes August, December and May graduates

WVSU administers a First Destination Survey to recent graduates within 6 months of graduation

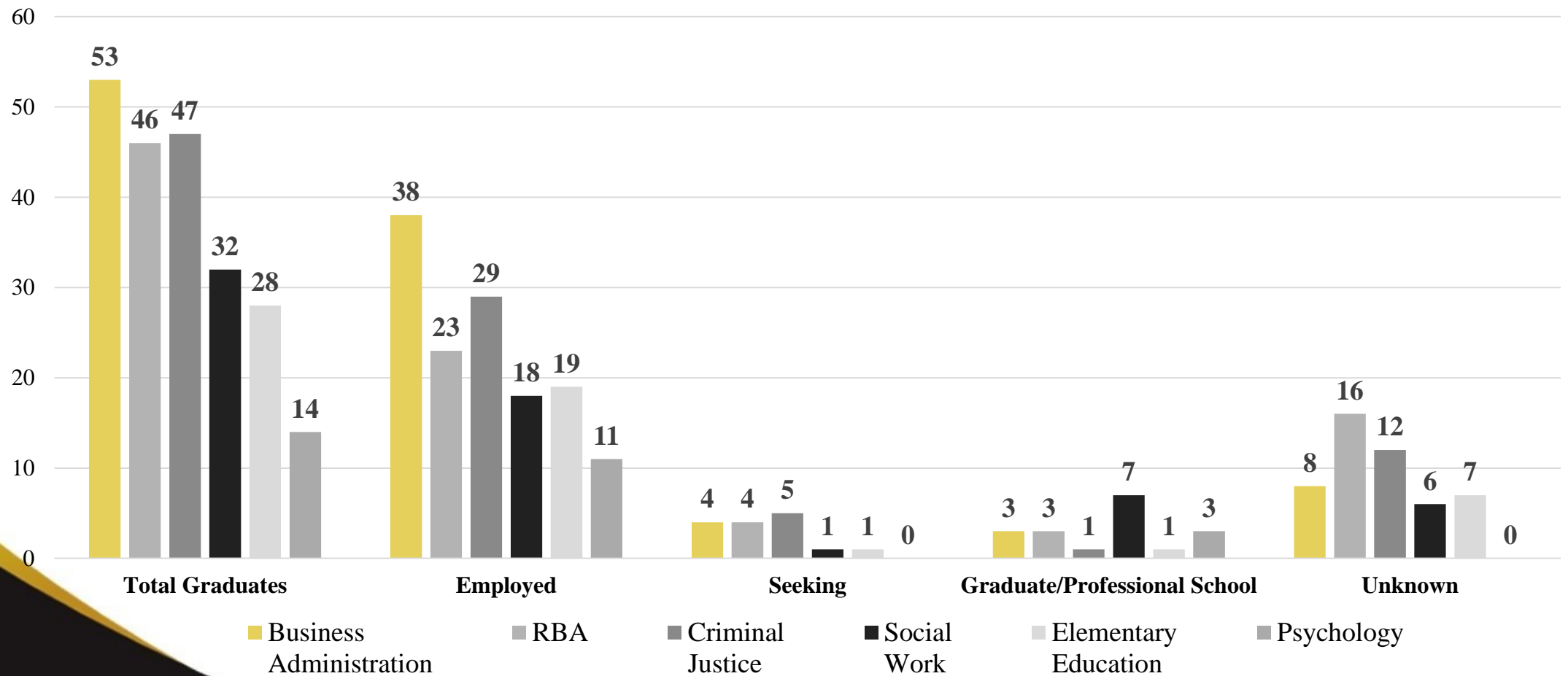
- 80-89% knowledge rate of post graduate status
- Class year reports available: June

WVSU First Destination Summary

- Delivery
 - Prior to graduation
 - 3 months
 - 6 months post
- Return Rate
 - 60% Overall return rate
 - 25% data from other sources
 - Faculty/Staff
 - Facebook
 - LinkedIn
 - Email
- Data indicates on average
 - 44 % employed
 - 14 % employed and seeking
 - 8 % graduate school
 - 6 % seeking
 - 28 % unknown status

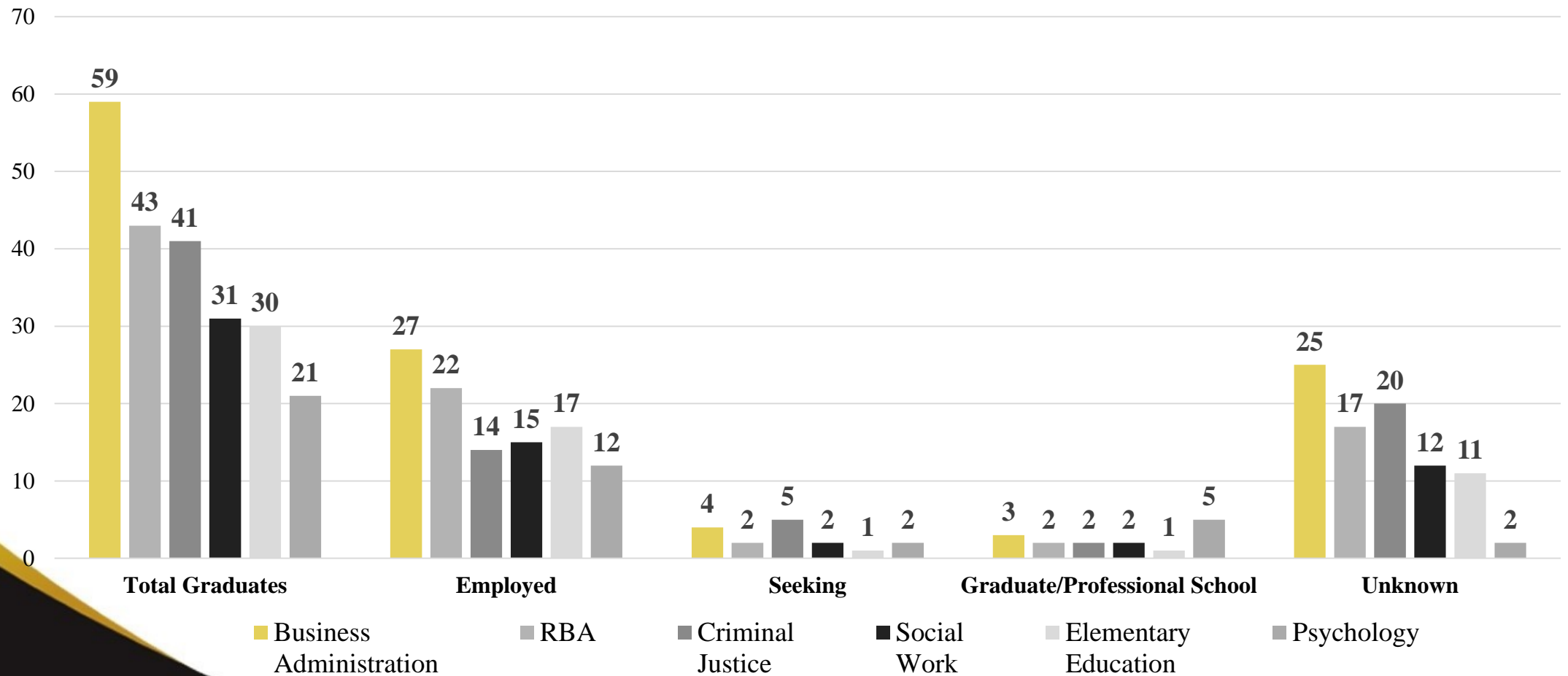
First Destination Survey Results 2018-2019

Undergraduate Student Outcomes for Highest Producing Degrees



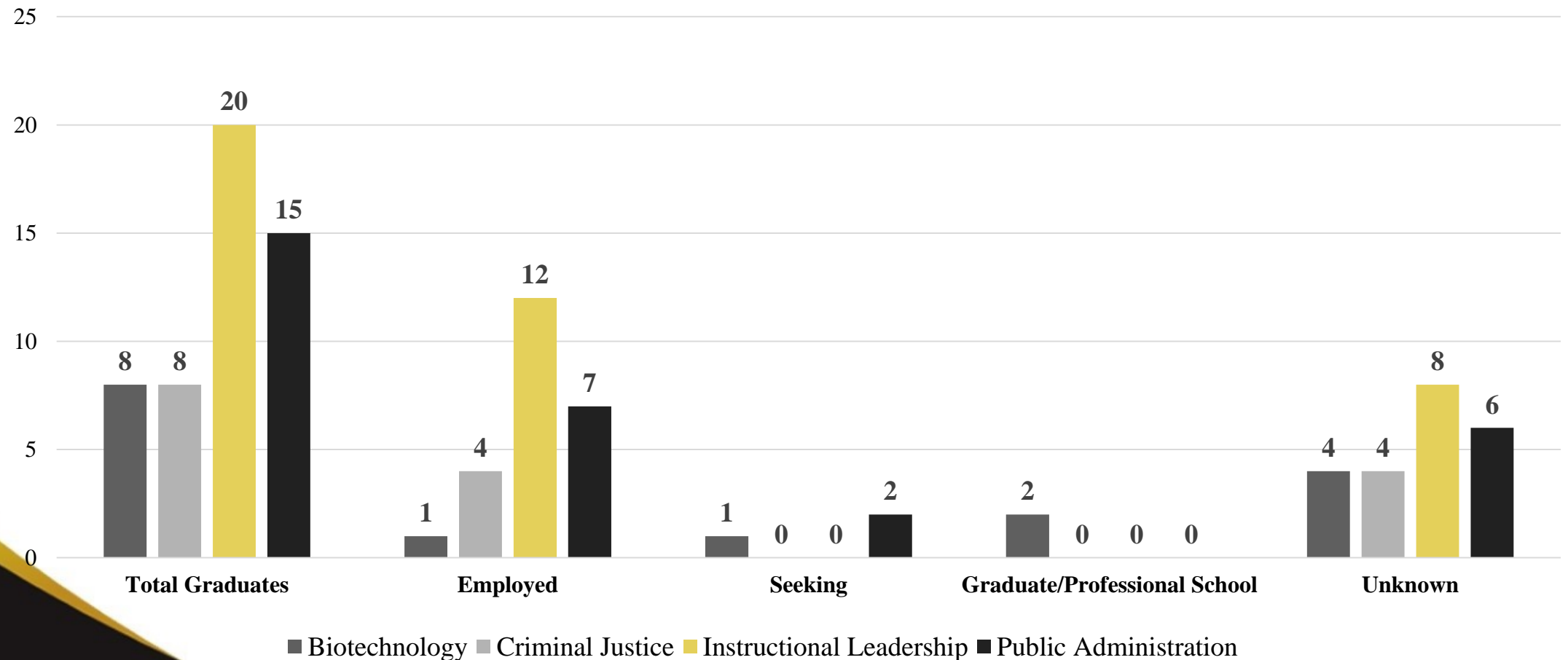
First Destination Survey Results 2019-2020

Undergraduate Student Outcomes for Highest Producing Degrees



First Destination Survey Results 2019-2020

Graduate Student Outcomes for Highest Producing Degrees



NACE 2021 Predictions

- Internship & Co-op Survey Report predicts:
 - Decrease of 0.5% in internship hiring
 - Decrease of 2.9% in co-op hiring
- Job Outlook 2021 Spring Update:
 - Increase of 7.2% hiring new 2021 graduates
 - Increase of 29% in hiring overall from NACE employer members

Source: *2021 Internship & Co-op Survey Report, Job Outlook 2021 Spring Update*, National Association of Colleges and Employers

NACE Career Readiness Competencies

Career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for successful transition into the workplace.



Source: *Job Outlook 2018* (N=201 employing organizations) and *The Class of 2017 Student Survey Report* (N=4,213 graduating seniors), National Association of Colleges and Employers

NACE Employers versus Student Perceptions of Career Readiness Competencies

COMPETENCY	% OF EMPLOYERS THAT RATED RECENT GRADS PROFICIENT*	% OF STUDENTS WHO CONSIDERED THEMSELVES PROFICIENT**
Critical Thinking/Problem Solving	55.8%	79.9%
Oral/Written Communications	41.6%	79.4%
Teamwork/Collaboration	77.0%	85.1%
Digital Technology	65.8%	59.9%
Leadership	33.0%	70.5%
Professionalism/Work Ethic	42.5%	89.4%
Career Management	17.3%	40.9%
Global/Intercultural Fluency	20.7%	34.9%

Source: *Job Outlook 2018* (N=201 employing organizations) and *The Class of 2017 Student Survey Report* (N=4,213 graduating seniors), National Association of Colleges and Employers

Strategies & Opportunities

Enhance Student Success

- Create engaging programs with campus partners to develop students' career readiness competencies
 - Design and implement a strategy to create touchpoints with each undergraduate student in their first year at WVSU
 - Provide lunch and learn sessions on career services/resources in individual academic departments
 - Develop a strategic communication plan during the student engagement cycle that informs of the key career development milestones
 - Develop strategic programming to address deficient career competencies
- Increase internships/externships and job opportunities
 - Implement Paid Internship Program
 - Create an Internal Advisory Board with Academic Affairs, Colleges and the Economic Development Center
 - Utilize the 700 Corporate Partners identified by University Advancement
 - Identify career development and university relations practitioners within the Mountain East Conference to serve as an affinity group to stay abreast of best practices, increase the career opportunities and employer contact base
- Develop a Career Champions program comprising of faculty and staff to equip them to engage in career conversations with their students
- Develop a mentorship program with alumni to enhance career connections and increase awareness of professional expectations

Strategies & Opportunities, Cont'd

Enhance Student Experience

- Develop outreach strategies to employers in Handshake based on students' geographic preferences and major field of study
- Promote Information sessions on Handshake that align with student career interests
- Partner with academic departments to create a one day job shadow experience
- Expand partnerships with academic departments to host business and industry professionals within major fields of study
- Partner with Alumni Relations to develop strategic outreach to recent alumni to host a "Chat with Grad" program
- Continue to partner with the National Alumni Association to expand the employer contact base

Strategies & Opportunities, Cont'd

Increase Operational Efficiencies and Effectiveness

- Increase the utilization of Handshake
 - Online job search portal
 - Host all campus student employment opportunities
 - Electronic record-keeping system
- Strengthen partnerships to increase the return rate of the First Destination Survey
- Develop a marketing plan for services and awareness campaigns for career development milestones
- Develop an assessment plan to incorporate correlational data sets
- Increase intentional career services and resources to WVSU Alumni
- Increase staffing with intentional focus on:
 - Career Education Specialist
 - Career Counselor
 - Internship Coordinator
 - Recruiting & Employer Relations Coordinator

Questions



**Board of Governors
FULL BOARD**

Room 136, James C. Wilson University Union and Zoom

<https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrdlFIUUFKUT09>

Meeting ID: 975 8961 5673

Friday, April 23, 2021

2:00 p.m.

AGENDA

-
- | | |
|--|------------------------|
| I. Call to Order | Charles E. Jones, Jr. |
| II. Roll Call | Crystal Walker |
| III. Verification of Appropriate Notice of Public Meeting | Charles E. Jones, Jr. |
| IV. Approval of February 3-4, 2021 and March 26, 2021 Meeting Minutes (<i>Action Required</i>) | Charles E. Jones, Jr. |
| V. Report from Board Chair <ul style="list-style-type: none">• Special Recognition | Charles E. Jones, Jr. |
| VI. Report from the University President <ul style="list-style-type: none">• Board of Visitors | President Nicole Pride |
| VII. Academic Policy Committee (<i>Action Required</i>) <ul style="list-style-type: none">• Approval of Academic Program Review-Psychology, B.A.• Approval of Academic Program Review-Education, B.S.• Approval of Proposal for New Academic Degree Program-Master of Business Administration (MBA)• Approval of Mission, Vision, and Values (Strategic Planning Update) | Ann Brothers Smith |
| VIII. Possible Executive Session under the Authority of West Virginia Code §6-9A-4 to Discuss Legal, Personnel and Property Matters (<i>Action Required</i>) | Charles E. Jones, Jr. |
| IX. Adjournment | Charles E. Jones, Jr. |

West Virginia Secretary of State — Online Data Services

Administrative Law

Online Data Services Help

Administrative Law

Meeting Notice Detail

[Back to Meeting Notices](#)

Board of Governors West Virginia State University Full Board
Date/Time: 4/23/2021 -- 2:00 PM
Location: Room 136, James C. Wilson University Union and Zoom https://zoom.us/j/97589615673?pwd=WEwxS1pHVFlvaXI0RjUrd1F1UUFKUT09 Meeting ID: 975 8961 5673
Purpose: To conduct regular business of the full board.
Notes:
Meeting was approved : 4/16/2021 11:33:09 AM

[Back to Meeting Notices](#)

Friday, April 16, 2021 — 12:35 PM

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Meeting Minutes
West Virginia State University Board of Governors
Full Board
Via Zoom
February 3, 2021
4:00 p.m.

I. Call to Order

Mr. Jones called the meeting to order at 4:01 p.m.

II. Roll Call

The clerk called the roll. Members present were Mr. Buchanan, Mr. Davis, Mr. Flores, Mr. Gray, Ms. Harper, Mr. Jones, Mr. Kelley, Dr. Smith, and Dr. Vaughan. Members absent were Mr. Payne, Mrs. Pitchford, and Mr. Raines.

III. Verification of Appropriate Notice of Public Meeting

Mr. Jones verified the Appropriate Notice of Public Meeting.

IV. Community Conversations

Mr. Jones said the meeting was being held in accordance with West Virginia Code to provide an opportunity to discuss ways to collectively enhance operational efficiencies and effectiveness across the university community. Each group was allotted time on the agenda to participate in community conversations.

Dr. Jessica Barnes-Pietruszynski, Faculty Senate Chair, provided an update on the current work of the Faculty Senate. Additionally, she and fellow faculty members discussed concerns, including but not limited to:

- Long-term plans for the university;
- Low enrollment in academic programs;
- Budget concerns;
- Academic departments being understaffed;
- Lack of timely communication and processing of paperwork; and
- Low faculty morale.

Ms. Robin Tabor, Staff Council Chair, shared questions and concerns on behalf of staff, including but not limited to:

- Budget process and paperwork delays;
- Feeling a lack of transparency and communication from the administration;
- Staff feel overworked and undervalued; and
- Procedure for covering staff absences due to illness when there are limited human resources in that office or area.

Mr. Zedan Martin, Student Government Association (SGA) President, shared information on projects that the SGA is working on. He and some of his fellow students shared questions and concerns, including but not limited to:

- COVID-19 vaccines for students;
- Students not being permitted to attend sporting events;
- Concerns about a contact and resources for international students;
- Mentorship opportunities for students and administrators; and

- Mental health resources for faculty to help them cope during the pandemic.

Administrators and Deans answered all of the questions and addressed concerns that were expressed during the sessions. If additional questions or concerns arise, faculty, staff, and students were asked to inform their respective leader so that the information can be shared with President Pride and the board.

V. Adjournment

With there being no further business, Dr. Smith motioned for adjournment. Dr. Vaughan seconded the motion, and the motion carried. The meeting adjourned at 6:59 p.m.

Respectfully submitted,

Vacant*
Secretary

Approved:

Charles E. Jones
Chair

*The board member's term expired and was subsequently filled. An election for Secretary was listed on the February 4, 2021 meeting agenda.

Meeting Minutes
West Virginia State University Board of Governors
Full Board
Via Zoom
February 4, 2021
1:00 p.m.

- I. Call to Order**
Mr. Jones called the meeting to order at 2:54 p.m.
- II. Oaths of Office**
Mr. Jones administered the ceremonial oaths of office to Mr. Flores, Mr. Raines, and Mr. Buchanan.
- III. Roll Call**
The clerk called the roll. Members present were Mr. Buchanan, Mr. Davis, Mr. Flores, Mr. Gray, Ms. Harper, Mr. Jones, Mr. Kelley, Mr. Payne, Mrs. Pitchford, Mr. Raines, Dr. Smith, and Dr. Vaughan. No members were absent.
- IV. Verification of Appropriate Notice of Public Meeting**
Mr. Jones verified the Appropriate Notice of Public Meeting.
- V. Approval of November 20, 2020 Meeting Minutes**
Mrs. Pitchford motioned for approval of the minutes of the November 20, 2020 meeting. Mr. Gray seconded the motion, and the motion carried.
- VI. Election of Board Secretary**
Mr. Jones opened the floor for nominations for the board Secretary. Dr. Vaughan nominated Dr. Smith. There being no other nominations, Mr. Kelley seconded the nomination. Dr. Smith was elected as Secretary.
- VII. Approval to Change May Meeting Date**
A proposal was made to change the May 14, 2021 meeting date to April 15, 2021. The purpose of the recommendation was to allow a more even time span in between the meetings up through the annual meeting in June. Mrs. Pitchford moved that the board approve changing the May 14, 2021 meeting date to April 15, 2021. Mr. Kelley seconded the motion, and the motion carried.
- VIII. Report from Board**
Mr. Jones provided a summary of some of the topics discussed during the community conversations held on February 3, 2021 with faculty, staff, and students.
- IX. Report from the University President**
President Pride presented on the current strategic planning process to date, where the university is headed, and the wrap-up of the *Vision 2020* strategic plan. The presentation also provided information on the structure of the planning process and subcommittees that work under the committee's leadership team. Mr. Jones thanked President Pride for her report. The board members expressed their support of her vision and said they look forward to watching the plan move the university forward.
- X. Academic Policy Committee**
Dr. Vaughan reported that Dr. Smith was elected as chair of the committee. Additionally, the committee reviewed the academic program review for the B.S. in Communications and voted to recommend approval by the full board. Dr. Vaughan moved that the board approve that the B.S.

in Communications degree program continue at the current level, as recommended by the university's program review committee, with a follow-up report on assessment due by spring 2022. Dr. Smith seconded the motion, and the motion carried.

XI. Adhoc Bylaws and Policies Review Committee

Mr. Kelley reported that the committee received updates on revisions to the BOG Bylaws, proposed board committee charters, and three revised BOG policies. The committee voted to recommend approval of the items by the full board.

Mr. Kelley moved that the board approve the revised BOG Bylaws as amended by the committee and reflected in the committee's meeting minutes. Dr. Vaughan seconded the motion, and the motion carried.

Mr. Kelley moved that the board approve the adoption of the BOG committee charters as amended by the committee and reflected in the committee's meeting minutes. Dr. Smith seconded the motion, and the motion carried.

Mr. Kelley moved that the board approve revised BOG Policy #1 as amended by the committee and reflected in the committee's meeting minutes. Mr. Gray seconded the motion, and the motion carried.

Mr. Kelley moved that the board approve revised BOG Policy #13 as presented. Ms. Harper seconded the motion, and the motion carried.

Mr. Kelley moved that the board approve revised BOG Policy #14 as presented. Mr. Buchanan seconded the motion, and the motion carried.

XII. Possible Executive Session under the Authority of West Virginia Code §6-9A-4 to Discuss Legal, Personnel, and Property Matters

Dr. Vaughan motioned for approval to go into Executive Session under the authority of West Virginia Code §6-9A-4 to discuss legal, personnel, and property matters. Mrs. Pitchford seconded the motion, and the motion carried.

Mr. Gray motioned to arise from the executive session and reconvene into the regular session, and Dr. Vaughan seconded the motion. The motion carried. Mr. Jones asked for the record to reflect that the board only discussed items related to the topics listed, that no decisions or motions were made in executive session, and no votes were taken.

XIII. Adjournment

Dr. Vaughan motioned for adjournment. Mr. Gray seconded the motion, and the motion carried. The meeting adjourned at 5:12 p.m.

Respectfully submitted,

Dr. Ann Brothers Smith, Secretary

Approved:

Charles E. Jones, Chair

Meeting Minutes
West Virginia State University Board of Governors
Full Board
Via Zoom
March 26, 2021
9:00 a.m.

I. Call to Order

Mr. Jones called the meeting to order at 9:01 a.m.

II. Roll Call

The clerk called the roll. Members present were Mr. Buchanan, Mr. Flores, Mr. Gray, Mr. Jones, Mr. Payne, Mrs. Pitchford, Mr. Raines, Dr. Smith, and Dr. Vaughan. Members absent were Mr. Davis, Ms. Harper, and Mr. Kelley.

III. Verification of Appropriate Notice of Public Meeting

Mr. Jones verified the appropriate notice of public meeting.

IV. Possible Executive Session under the Authority of West Virginia Code §6-9A-4 to Discuss Legal, Personnel, and Property Matters

No motion was made to go into executive session.

V. Approval of Board Resolution and Purchase/Sale Agreement

Christina Dalton, Mark Imbrogno, and Jessica Donnelly presented information on the process for West Virginia State University to refinance two outstanding bonds through the HBCU Capital Financing Program. Mr. Imbrogno gave an overview of each provision in the resolution. Ms. Donnelly provided information on the total amount of debt and the savings that would result from refinancing the bonds. Mr. Imbrogno noted that the term sheet and debt policy were covered within the board resolution and purchase/sale agreement. However, the board members agreed that the items should be voted on separately as that is how they are listed on the agenda.

Mr. Jones called for a motion to approve the board resolution and Purchase/Sale Agreement as presented. Mrs. Pitchford so moved and the motion was seconded by Mr. Gray. Dr. Smith asked if the order of the agenda items mattered since they are all covered within the resolution. Counsel responded that it would not be wrong to approve the other action items first and then approve the resolution. Following board discussion, Mrs. Pitchford withdrew her motion and Mr. Gray withdrew his second of the motion. It was the consensus of the board to approve Items V-VII in reverse order of how they were listed on the agenda.

Following approval of Items VI and VII, Mr. Jones called for a motion to approve the board resolution and purchase/sale agreement. Mrs. Pitchford moved that the board approve the board resolution and purchase/sale agreement as presented. Mr. Gray seconded the motion, and the motion carried.

VI. Approval of Term Sheet

Mr. Jones called for a motion to approve the term sheet second. Mrs. Pitchford moved that the board approve the term sheet as presented. Mr. Buchanan seconded the motion, and the motion carried.

VII. Approval of Debt Policy

Mr. Jones called for a motion to approve the debt policy first. Mrs. Pitchford moved that the board approve BOG Policy #65, which was previously approved by the Higher Education Policy Commission as an emergency policy. Mr. Gray seconded the motion, and the motion carried.

VIII. Adjournment

Mr. Gray motioned for adjournment. Mr. Payne seconded the motion, and the motion carried. The meeting adjourned at 9:59 a.m.

Respectfully submitted,

Dr. Ann Brothers Smith, Secretary

Approved:

Charles E. Jones, Chair

Inaugural Board of Visitors

Board of Governors Meeting
President's Report
Patricia Schumann
April 23, 2021

Purpose

- Serve as advocates, ambassadors, and advisors to West Virginia State University to aid in maintaining and enhancing the university's quality and standing in the region and the nation
- Assist in resource development for the continued enhancement and support of the university

Membership

- Thirty members appointed to one three-year term by the President of West Virginia State University
- Members may be nominated by current Board of Visitors members, the President, Cabinet members, Deans, members of the Board of Governors, and members of the university's four affiliated entities:
 - WVSU Foundation
 - WVSU Research & Development Corporation
 - WVSU National Alumni Association
 - WVSU National 'W' Club

Qualifications

All Board of Visitors (BOV) members shall demonstrate a commitment and willingness to help West Virginia State University excel in its educational, research, and public service activities.

Selection Criteria

Board members shall be selected from a diverse local, regional and national pool based on:

- Knowledge and experience in specific professions or their broad expertise
- Ability to influence financial support
- Willingness to give time and commitment to WVSU
- A member is not required to be an alumnus of WVSU

Expectations

At the beginning of each year, the Chair of the Board of Visitors, the Chair of the Board of Governors and the President of the West Virginia State University will meet to determine the Board's strategic priorities for the year and establish committees to address those priorities

Expectations

- Attend a new member orientation and two required regular meetings per year, one in the fall and one in the spring, and attend two to three committee meetings each semester
- Advocate and promote accomplishments and needs to the general public and to other specific constituencies as requested by the university

Expectations

- Be ambassadors of the mission, vision, programs, accomplishments, needs, and aspirations of West Virginia State University to the larger community
- Advise the university on innovations and emerging trends in their respective professions and industries

Expectations

- Add financial value by committing to the Board of Visitors' goal of a 100 percent giving rate; board membership requires annual participation at the leadership giving level of \$1,000 per member
- Energize and develop sustained personal support of and engagement in programs and activities of West Virginia State University, including continuing active involvement and participation beyond the individual member's term

Nominations

- 11 nominations were received from affiliated entities and internal stakeholders.
- Total of 58 individuals listed for BOV consideration, majority determined by institutional advancement's university giving and participation history.

Timeline

Date	Action
March 2021	Nomination Due to University Advancement
May 2021	Appointment Letters Sent
July 2021	Board Members' Terms Begin
September 2021	Inaugural Board of Visitors Meeting

Sample Meeting Format

Thursday

New Member Orientation

Reception

Friday

Morning Business Session (Chair's Greeting, President's Report, and University Reports)

Lunch (with invited university guests)

Afternoon Business Session for Committees

Full Board Wrap-up Session

Questions