

**WEST VIRGINIA STATE UNIVERSITY
BOARD OF GOVERNORS COMMITTEE MEETING SCHEDULE**

<https://us06web.zoom.us/j/86889901739>

Meeting ID: 868 8990 1739

FRIDAY

8 a – 9 a.m.	BREAKFAST	ERICKSON ALUMNI CENTER
9:00 a.m.	ACADEMIC AFFAIRS	ERICKSON ALUMNI CENTER
9:00 a.m.	ADVANCEMENT	ERICKSON ALUMNI CENTER
9:00 a.m.	BUSINESS AFFAIRS	ERICKSON ALUMNI CENTER
9:00 a.m.	ENROLLMENT MANAGEMENT AND STUDENT AFFAIRS	ERICKSON ALUMNI CENTER
9:00 a.m.	FULL BOARD	ERICKSON ALUMNI CENTER
9:00 a.m.	PRESIDENT’S REPORT	ERICKSON ALUMNI CENTER
0 .m.	LUNCH	PRESIDENT’S HOUSE

Academic Affairs Comm.: Chair – Chuck Jones; Vice Chair – Dr. P.
Dr. Paige Carney – Committee Liaison

Business and Finance Comm.: Chair – Ian Flores; Vice Chair – James Payne
Mr. Justin McAllister – Committee Liaison

Enrollment Management and Student Affairs Comm.: Chair – Tracy McKibben; Vice Chair –
Dr. Jackson
Dr. Stacey Sowell – Committee Liaison

Advancement Comm.: Chair – Gail Pitchford; Vice Chair – Mark Kelley
Ms. Patricia Schumann – Committee Liaison

Governance Committee: Chair – Lester Raines; Vice Chair – Mark Davis. Members: Tracy
McKibben, Ian Flores, and James Payne.
Ms. Alice Faucett – Committee Liaison



**Board of Governors
Academic Affairs
Erickson Alumni Center - Grand Hall**
<https://us06web.zoom.us/j/86889901739>
Meeting ID: 868 8990 1739
Friday, December 9, 2022

AGENDA

- | | |
|--|----------------|
| I. Call to Order | Chuck Jones |
| II. Roll Call | Vonda Matthews |
| III. Verification of Appropriate Notice of Public Meeting | Chuck Jones |
| IV. Approval of October 27, 2022 Minutes (<i>Action Required</i>) | Chuck Jones |
| V. Academic Affairs Strategic Initiatives | Paige Carney |
| • Proposed Department Name Change (<i>Action Required</i>) | Naveed Zamaan |
| • Proposed EdD Program (<i>Action Required</i>) | Kerri Steele |
| • School of Ag and Environmental Sciences | Ami Smith |
| VI. Adjournment | |

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

Date/Time: 12/9/2022 -- 9:00 AM

Location:

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/86889901739>

Meeting ID: 868 8990 1739

Purpose: To conduct regular business of the committee

Notes:

Meeting was approved : 12/2/2022 3:13:43 PM

Meeting Minutes
West Virginia State University Board of Governors
Academic Affairs Committee
Erickson Alumni Center Grand Hall
October 27, 2022
9:00 a.m.

I. Call to Order

Mr. Chuck Jones called the meeting to order at 9:00 a.m.

II. Roll Call

The clerk called the roll. Members present were Mr. Jones, Mr. Flores, Dr. Jackson, Mr. Kelly, Mrs. McKibben, Mr. Payne, Dr. Pietruszynski, Ms. Pitchford, Mr. Raines. Absent were Mr. Davis and Mr. Gray. A quorum was present.

III. Verification of Appropriate Notice of Public Meeting

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

IV. Approval of September 8, 2022 Meeting Minutes

Ms. Pitchford motioned for approval of the minutes. Mr. Kelly seconded the motion, and the motion carried.

V. Academic Affairs

Dr. Jones introduced Dr. Fultz. Dr. Fultz noted that Dr. Carney is attending a conference.

Dr. Fultz introduced Katie Bentley to speak about the Early Enrollment Program. Ms. Bentley reported to the committee on Early Enrollment Welcome Days. Highlights included:

- Five days with 521 attendees
- Increased branding and communication with students and counselors
- Increased student participation with campus tours, on campus lunches and student panels
- Surveys provided positive feedback from students, teachers and counselors
- Collaborative effort from WVSU Faculty, Staff and students

Dr. Fultz introduced Lindsey Good to speak about the Office of Student Retention and Success. Ms. Good reported to the committee with the following goals:

- Improve communication with students
- Improve the First year experience for new and transfer students
- Improve the ability for early intervention
- Collaborate with Deans on faculty's role in student success
- Implement the Finish Line Campaign for Spring 2023.

Dr. Fultz reported to the committee on grant funds:

- Current grant funds available - \$63,664,761.25
- Pending grant funds - \$16,328,450.89

VI. Adjournment

With there being no further business the meeting adjourned at 9:44 a.m. The next scheduled meeting is Friday, December 9, 2022.

Academic Affairs

Board of Governors Meeting
Dr. Paige Carney
December 9, 2022

Department of Mathematics and Computer Science

Request Name Change

- Since its inception in AY 2019-20 the engineering program has been housed in the Department of Mathematics and Computer Science.
- Despite COVID impacts, enrollment in the engineering program has been growing.
- For recruiting, marketing and accreditation, it is necessary that the engineering program is acknowledged in the name of the department.
- On October 7, 2022 a unanimous motion was adopted by the Department to change its name to the Department of Mathematics, Engineering, and Computer Science.
- Dr. Naveed Zaman, Dean of NSM is in complete agreement with the unanimous motion adopted by the Department to change its name to the Department of Mathematics, Engineering, and Computer Science and requests a motion from the BOG.

Doctoral Program in Educational Leadership

Description

- The Doctorate of Education in Leadership Studies will serve institutions and communities by expanding the knowledge base and practices of leaders leading to increased achievement of institutions while addressing social justice, fairness, and equity and building safe, caring, and healthy environments.
- Practitioner based model: candidates engage in an action-based research plan with single site from first semester to the culminating capstone research thesis.
- Fully online, 2-year program
 - Program total = 48 hours
 - 12 courses = 36 hours of content
 - 4 courses = 12 hours of research

Doctoral Program in Educational Leadership

Program Need

- WVU has a certificate in Leadership but no graduate degree.
- MU's Ed.D. in Leadership Studies is a generalist leadership focus with a traditional research model.
- WVSU's Ed.D. program will focus on Professional Practice and will be the first practitioner-based action research model in the State of West Virginia.
- WV faces a critical shortage in all areas of education including administration and leadership, which will be addressed by the program.

Doctoral Program in Educational Leadership

5 Year Projection

	Program Yr. 1 Cohort 1 - Yr. 1 (2023-2024)	Program Yr. 2 Cohort 1 - Yr. 2 (2024-2025)	Program Yr. 3 Cohort 2 - Yr. 1 (2025-2026)	Program Yr. 4 Cohort 2 - Yr. 2 Cohort 3 - Yr. 1 (2026-2027)	Program Yr. 5 Cohort 3 - Yr. 2 Cohort 4 - Yr. 1 (2027-2028)
Headcount	15	14	15	29	29
FTE	20	18.67	20	38.67	38.67
Credit hours generated within program	360	336	360	696	696
Revenue Generated	\$162,000	\$151,200	\$162,000	\$313,200	\$313,200

Doctoral Program in Educational Leadership

Incremental Expenses

- Proposed Department of Leadership Studies encompassing Master's of Education in Instructional Leadership and Doctorate of Education in Leadership Studies.
- Costs:

Total Costs	First Year (2023-2024)	Second Year (2024-2025)	Third Year (2025-2026)	Fourth Year (2026-2027)	Fifth Year (2027-2028)
12 month Associate Professor (new hire)	\$114,000 salary + fringe	\$114,000 salary + fringe	\$114,000 salary + fringe	\$114,000 salary + fringe	\$114,000 salary + fringe
12 month Professor	\$38,978 salary + fringe	\$38,978 salary + fringe	\$38,978 salary + fringe	\$38,978 salary + fringe	\$38,978 salary + fringe
9 month Associate Professor				\$91,000 salary + fringe	\$91,000 salary + fringe
Total	\$152,978	\$152,978	\$152,978	\$243,978	\$243,978

- Professor university cost $\$127,400 - \$88,422 = \$38,978$

QUESTIONS?

Doctorate of Education in Leadership Studies

Board of Governors Meeting
Dr. Paige Carney
December 9, 2022

Description

- The Doctorate of Education in Leadership Studies will serve institutions and communities by expanding the knowledge base and practices of leaders leading to increased achievement of institutions while addressing social justice, fairness, and equity and building safe, caring, and healthy environments.
- Practitioner based model: candidates engage in an action-based research plan with single site from first semester to final capstone research thesis.
- Program total of 48 hours.
 - 12 courses (36 hours) of content courses.
 - 4 courses (12 hours) of research

Program Need

- Marshall and WVU have EdD programs in Research/Scholarship. WVSU's EdD program would be in Professional Practice.
- This will also be the first practitioner based model Ed.D. program in the State of West Virginia.
- WV faces a critical shortage in all areas education including administration and leadership, which will be addressed by the program.

5 Year Projection

	First Year (2023-2024)	Second Year (2024-2025)	Third Year (2025-2026)	Fourth Year (2026-2027)	Fifth Year (2027-2028)
Headcount	12	11	12	23	25
FTE	15.96	14.67	15.96	30.5	33.25
Credit hours generated within program	288	264	288	828	900

Proposed Budget

<u>COHORT MODEL</u>	First Year (2023- 2024)	Second Year (2024-2025)	Third Year (2025-2026)	Fourth Year (2026-2027)	Fifth Year (2027-2028)
Full-time Faculty	\$168,919	\$260,257	\$168,919	\$353,207	\$353,207
Adjunct Faculty		\$6,000			
Clerical Workers**	\$14,625	\$14,625	\$14,625	\$14,625	\$14,625
Total Salaries	\$183,544	\$280,882	\$183,544	\$367,832	\$367,832

QUESTIONS?

School of Agriculture and Environmental Sciences

Board of Governors Meeting
Dr. Ami Smith
December 9, 2022

Update

- President Cage announced School of Agriculture at the 2022 State of the University Address
- Feasibility committee was formed
- Committee items for consideration:
 - Academic Programs
 - Funding
 - Partners
 - Location/Facilities/Space needed
 - Organizational Home
 - Faculty/Staff needed
 - Recruitment/Retention/Job Placement
 - Alumni Engagement

Update, cont.

- Where are we now?
 - Recommendation due to President Cage in March
 - Inventory of existing potential to deliver Ag related academic courses has been completed
 - Market analysis is underway
 - Subcommittee formed to identify targeted academic programs
 - Cost estimates to start up various Ag&ES degree program are being assembled

QUESTIONS?



**Board of Governors
Advancement Committee
Erickson Alumni Center - Grand Hall**
<https://us06web.zoom.us/j/86889901739>
Meeting ID: 868 8990 1739
Friday, December 9, 2022

AGENDA

- | | |
|--|------------------------|
| I. Call to Order | E. Gail Pitchford |
| II. Roll Call | Susan Compton |
| III. Verification of Appropriate Notice of Public Meeting | E. Gail Pitchford |
| IV. Approval of October 27, 2022 Minutes (<i>Action Required</i>) | E. Gail Pitchford |
| V. Fall Fundraising Update | |
| a. Fall Appeals | Belinda Fuller |
| b. Major Gifts and Grants | Trey Jones |
| c. Fundraising Performance Report | Patricia Schumann |
| VI. Foundation Scholarships | Patricia Schumann |
| a. Overview of Endowment and Expendable Funds | |
| b. New Scholarships | |
| c. Scholarships in Title III Endowment Matching Program | |
| VII. Strategies for Leveraging Sponsorships | Trey Jones/Nate Burton |
| VIII. Adjournment | |

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

Date/Time: 12/9/2022 -- 9:00 AM

Location:

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/86889901739>

Meeting ID: 868 8990 1739

Purpose: To conduct regular business of the committee

Notes:

Meeting was approved : 12/2/2022 3:14:03 PM

MEETING MINUTES
West Virginia State University Board of Governors
Advancement Committee
Erickson Alumni Center
Thursday, October 27, 2022

I. Call to Order and Roll Call

Chair Pitchford called the meeting to order at 9:52 am

II. Administrative Clerk (Susan Compton) called the roll.

Members in attendance were Mr. Mark Davis, Mr. Ian Flores, Dr. Chris Jackson, Mr. Charles E. Jones, Mr. Mark Kelley, Ms. Tracey McKibben, Mr. James Payne, Dr. Jeffrey Pietruszyski, Ms. E. Gail Pitchford, Mr. Lester Raines, and President Cage

Members not in attendance were Mr. Kenneth Gray and Mr. Caleb Shepherd.

Guests in attendance were Ms. Patricia Schumann, Mr. Trey Jones, and Mrs. Belinda Fuller.

III. Verification of Appropriate Notice of Public Meeting

Ms. Pitchford verified the Appropriate Notice of Public Meeting.

IV. Approval of September 8, 2022 Minutes

Ms. Pitchford entertained a motion to approve minutes from the September 8, 2022 meeting. Mr. Kelley made a motion to approve; the motion was seconded by Mr. Payne. Motion carried.

V. Financial Reports

Ms. Schumann presented the financial reports as of September 30, 2022. At the end of the first quarter we were at \$2.4 million total giving. Current participation is trailing from last year just slightly in terms of number of donors and number of gifts.

Ms. Schumann also shared significant commitments this quarter. The largest is an in-kind contribution from Student Freedom Initiative valued at \$1.9 million. We have also received a new gift from the Jacobson Foundation this year. We have received gifts from Marathon Petroleum, an unrestricted gift and 5 additional gifts at \$10,000 each. Mrs. Pitchford asked if the Student Freedom Initiative is a pledge over a period of years and how it is structured. Ms. Schumann shared this is an in-kind gift for cyber security infrastructure upgrades and deferred to Mr. Jones. Mr. Jones shared the implementation with our I.T. will be next year.

Ms. Schumann reported the cash flow for the first quarter aligns with the gift report. We have not received payments on pledges for this fiscal year; however, we have received \$319,000 of payments on pledges prior to FY2023. Ms. Schumann shared that two of these are payoffs of significant pledges made during the capital campaign. She also pointed out that non-charitable revenue includes homecoming event registrations and athletics rentals. The total cash for the first quarter was \$898,027.

Ms. Schumann presented the WVSU Foundation Endowment report. The gift principal value stands at \$7.7 million and includes the payoff from the loan to the University which has come back into the managed portfolio. The total in the managed portfolio is \$11.2 million. In addition, there is still one loan out to the athletics department which is recorded as a fixed income asset. The balance on this loan is \$337,500. Ms. McKibben commented that we are under-performing benchmarks and expressed her concern. She advised we need to push back on our advisors. Ms. Schumann shared there was a discussion in the Foundation's Finance & Audit Committee last week about evaluating our vendor relationships and in the coming year the Foundation plans to do that. Ms. Pitchford asked if they would do an RFP. Ms. Schumann responded that there would be an RFP.

The net for contributions/withdrawals this period was \$861,857 with the majority of that being the loan payoff coming back into the portfolio. There were also scholarship awards going out.

The portfolio performance for the quarter was a -4.5%. The YTD was -16.35%. The 10-year average is at 5.39%. Ms. McKibben asked for clarification on matching Title III funds, specifically if alumni make contributions if Title III matches it. Ms. Schumann advised yes, but the minimum contribution to establish an endowment is \$25,000. Title III funds can be used to match existing or new funds. Ms. McKibben asked if we lead with this information when speaking with donors. Ms. Schumann shared that it depends on the donor's goals. If the donor wants to have an immediate impact and wants their fund to start paying out, then they may not want to put 100% of their contribution into Title III because of the very restricted spending policy. However, if their priority is long term growth then it is a great tool. Another option with a larger endowment is to retain some in the primary endowment account, and transfer a portion to the Title III account, thereby retaining a stable revenue stream while also capturing matching funds for a portion of the gift.

VI. Fall 2022 Alumni Relations and Annual Giving Report

Ms. Fuller presented reports on alumni relations and annual giving. She shared this year there was a full homecoming schedule and it was exciting to see so many back on campus. This year WVSU honored two former presidents, Dr. Thomas W. Cole, Jr. and Dr. Hazo W. Carter, Jr during homecoming.

Ms. Fuller also shared that during this year's homecoming football game, there were two check presentations. The family of Glover L. Smiley, Jr. presented a check for \$100,000 and the Alpha Kappa Alpha Sorority, Inc. presented a check for \$126,000 in honor of their centennial celebration.

Ms. Fuller also reported on the upcoming giving appeals. The early fall appeal will be mailed to all alumni and friends, approximately 21,000. Ms. Fuller also shared that there has been a delay in mailing due to a nationwide paper supply chain issue. For Giving Tuesday on November 29, 2022, WVSU will be participating in a social media movement.

Ms. Fuller announced the establishment of a specialized WVSU license plate. This plate requires a commitment of 250 prepaid plates before it can be issued. The deadline is April 21, 2023 for prepaid sales. More information can be found online on the Connect website. The initial registration fee is \$99, then will be \$66 per year to retain the specialized plate design. You do have to be a resident of WV to receive this plate. Ms. McKibben shared she felt this was great for branding.

VII. Corporate Partnerships Report

Mr. Jones reported that recent partnership activity includes The Tom Joyner Foundation, The J.M. Smucker Company, Toyota, and Nucor. He shared WVSU is one of the first HBCU's to participate in The Tom Joyner Foundation tour; this foundation provided a \$5,500 scholarship for a senior undergraduate with financial need. Mr. Jones shared J.M. Smucker reached out to WVSU in their effort to build a workforce development pipeline. This particular partnership will include Career Services and WVSU National Alumni Association. Mr. Jones reported on the recent check presentation by Toyota to fund a program in area middle schools to encourage students to consider STEM field. Mr. Jones also reported on the relationship with Nucor. Our current job is to help them fill 800 jobs over the next several years. We have also received a signed agreement and Nucor will be sponsoring the men's basketball game against University of Charleston. Worley just held a Worley Day on campus with an info session table and classroom presentations. Upcoming engagement events include Nucor Day on November 10, 2022 and Sherwin Williams Day with a date that is still to be determined.

Mr. Jones also reported that we currently have 7 potential corporate gifts in the pipeline, 4 with a 6-figure value. In addition, Mr. Jones shared our fundraising priority is Lakin-Ray Field. There is a \$250,00 matching challenge from the Jacobson Foundation. Currently we have raised approximately \$37,000. There is a temporary plaque at the entrance of the field which will be finalized at the end of fall sports season. Donors may have their name placed on the permanent plaque with a minimum gift of \$1,000. Dr. Jackson questioned if payroll deduction would be an

option for faculty/staff. Mr. Jones shared that payroll deduction can be made for faculty/staff and the Foundation is currently working on a message about this opportunity.

VIII. Adjournment

With there being no further business, Chair Pitchford adjourned the meeting at 10:32 a.m.

Approved by:

Patricia Schumann
Vice President for University Advancement

Respectfully submitted by:
Susan Compton
Advancement and External Affairs Administrative Clerk

University Advancement

Board of Governors Meeting
Patricia J. Schumann
December 9, 2022

Fall Fundraising Update: Response to Annual Giving Appeals

Fall Direct Mail Appeal

\$5,100

27 donors



Since assuming the presidency, I've been impressed by the unrivaled pride, loyalty, and generosity of our Yellow Jackets, as well as by the strong support of our community partners and friends. For more than 131 years, West Virginia State has served as a beacon of hope and a pathway to prosperity for thousands of students. Our rich history as a land-grant institution is one of impact and service to the people of West Virginia and beyond.

As the Class of 2026 arrived at WVSU this fall to begin their journey of academic pursuits, personal development, and preparation for future leadership and service, our heritage was perpetuated. Thanks to the kind generosity of our supporters, we have increased funding for student scholarships, enhanced academic programs, and strengthened programs to support a rich and rewarding experience for every student.

As I begin my first full year as your 13th President, we are just getting started. This fall we launched a process to develop our new strategic plan, Future State, to position West Virginia State University to have an even greater impact on our students and the communities we serve in the future. Please join me on this journey, and together we can open the doors of opportunity for students and help create the next generation of innovators and leaders. Let your voice be heard by taking the strategic plan survey at wvstateu.edu/about/future-state. Just as importantly, make a gift to the WVSU Fund today. Your contribution will support students and while bringing the most cutting-edge technology and instruction to the WVSU campus. Make this year State's most successful one yet!

Thank you and Go State!

A handwritten signature in black ink.

Ericke S. Cage, J.D., LL.M.

Fall Fundraising Update: Response to Annual Giving Appeals

Neighborhood Investment Program (NIP)

Approved Program: Southern West Virginia Counties Scholarship
50% tax credit provided for gifts to this fund

Tax Credits Awarded for FY2023: \$15,000
Will match gifts to Approved Program up to \$30,000

As of November 30:

\$26,500 received	\$13,250 in NIP Tax Credits Distributed
10 donors	\$1,750 in NIP Tax Credits Remaining

Fall Fundraising Update:

Response to Annual Giving Appeals

Giving Tuesday

\$21,848

54 donors

WVSU Fund	\$6,653.00	24 donors
Lakin-Ray Field Matching Challenge	\$7,070.00	21 donors
Other	\$8,125.00	11 donors

Fall Fundraising Update: Lakin-Ray Field

Jacobson
Foundation

\$250,000 matching gift

\$52,375 raised

*December 31 deadline for
recognition on plaque*



Fall Fundraising Update:

Major Gifts

- Diversified Energy Company plc
 - \$125,000 Signed Pledge Agreement
 - \$100,000 for biodiversity initiatives in West Virginia
 - \$25,000 for tree planting and other biodiversity initiatives on WVSU campus
- UniCare Health Plan of West Virginia, Inc.
 - \$250,000 for the UniCare Health Equity Scholarships (5)

Fall Fundraising Update:

High Profile Campus Visits

Huntington Bank

- Chad Prather, West Virginia Region President and Donald Dennis, Executive Vice President
- Campus Tour and Cultivation Meeting

McGee Foundation

- Board Members, Steve Kawash & Dr. Chris Alexander
- Stewardship Meeting, Campus Tour, and Lunch with Students

Nucor Day

- Members of the Nucor West Virginia Team
- Social Media Takeover, Info Session Table, and Classroom Presentations

Fall Fundraising Update:

Total Raised as of November 30, 2022

	FY2022	FY2023	+ / -
Pledges	\$260,500	\$2,348,357	801%
Cash Gifts	\$783,343	\$786,090	0%
Gifts in Kind	\$2,423	\$0	NA
Total Giving	\$1,046,266	\$3,134,447	200%

Fall Fundraising Update:

Total Raised as of November 30, 2022

	FY2022 YTD	FY2023 YTD	+ / -
Number of Donors	475	464	(2%)
Number of Gifts	1384	1207	(13%)
Alumni Donors	241	227	(6%)
Alumni Participation Rate	1.33%	1.26%	NA

Investment Portfolio Value

September 30, 2022

\$11,280,629

November 30, 2022

\$12,466,722

WVSU Foundation Endowed Funds

3 Endowed Program Support Funds \$340,265

Ferrell/Dow Education Support Fund \$187,805

Deborah Lee Carper Fund \$107,357

Dr. James Brimhall Endowment \$ 45,103

138 Endowed Scholarships \$11,438,776

113 funds ranging from \$10,000 to \$1,500,000 in primary endowment account

16 funds under \$10,000 combined into Partners Endowed

9 funds in Title III Matching account

11 scholarships to be funded through planned gift commitments

Current minimum to establish a new endowed fund is \$25,000.

WVSU Foundation Scholarships: Impact of Scholarships on Current Academic Year

\$668,476 awarded

323 awards made

\$167,485 remaining to award this academic year

WVSU Foundation Scholarships: New Scholarships This Year

Annually Funded (Expendable) Scholarships

- Cybersecurity Innovation Center Scholarship
- Unicare Health Equity Scholarship

Endowed Scholarships

- Glover L. Smiley, Jr. Memorial Scholarship
- Joey Oden Memorial Scholarship
- A. Dayton Carpenter Scholarship
- Peggy Totten Harpold Endowment
- Virgil Matthews Endowed Scholarship

WVSU Foundation Scholarships:

New Endowed Scholarships to be funded through Pledge and Bequest Commitments

- Lena Bolton Scholarship
- Edward T. Haggins Endowed Scholarship
- E. Gail Pitchford Scholarship

2022 Title III Endowment Matching Funds

Scholarship	Designated for Title III Program	Title III Matching Funds	Total Fund Value 10/1/2020
Alpha Zeta Chapter of Alpha Phi Alpha Title III Matching Endowed Scholarship II	\$25,559	\$25,559	\$51,118
Nu Chapter, Alpha Kappa Alpha Endowed Scholarship	\$63,267	\$63,267	\$126,534
Ann Brothers Smith Educator Award	\$50,482	\$50,482	\$100,964
Mary McGhee Hairston Endowed Scholarship	\$10,692	\$10,692	\$21,384
Total	\$139,308	\$139,308	\$300,000

Overview of Endowed Scholarships

project description	endowed principal	endowed income	total
academic support funds			
Dr. & Mrs. Harrison P. Ferrell Endowment	\$126,772.39	\$25,580.12	\$152,352.51
Dow Chemical Endowed Principal K-12 Program	\$29,500.00	\$5,952.50	\$35,452.50
Dr. James E. Brimhall Endowment	\$40,763.33	\$4,340.01	\$45,103.34
Deborah Lee Carper Nursing Scholarship	\$51,672.33	\$55,684.66	\$107,356.99
endowed scholarships			
Encova Scholars Endowed Scholarship	\$1,500,000.00	\$189,305.71	\$1,689,305.71
Mary McGhee Hairston Endowment	\$717,629.52	\$276,491.79	\$994,121.31
Dr. Ida F. Kramer Graduate Fund - Principal	\$687,319.32	\$125,933.81	\$813,253.13
John L. & William E. Bess Endowed Scholarship	\$275,777.75	\$52,826.66	\$328,604.41
Helen M. & Russell E. Allen Endowed Principal	\$275,268.22	\$18,228.77	\$293,496.99
Anna Harpold Endowed Scholarship	\$249,906.56	\$29,370.79	\$279,277.35
Katherine Coleman Johnson Endowed Scholarship	\$248,840.94	\$20,595.06	\$269,436.00
WV Rehabilitation Center Foundation Endowed Scholarship	\$215,585.20	\$131,569.49	\$347,154.69
Edna Thomas Endowment	\$191,397.31	\$36,416.75	\$227,814.06
Rev. C. E. McGhee Presidential Scholarship	\$185,984.33	\$170,330.30	\$356,314.63
Peggy Totten Harpold Endowed Scholarship	\$163,689.48	\$0.00	\$163,689.48
Judge Damon Keith Scholars	\$156,860.91	\$28,664.88	\$185,525.79
Sarah & Pauline Maier Endowment	\$129,360.95	\$42,873.64	\$172,234.59
Ginestra Accounting Scholarship Endowment	\$126,513.03	\$21,313.82	\$147,826.85
WVSUNAA Life Membership Endowed Principal	\$123,888.66	\$39,743.06	\$163,631.72
Pearl M. Shingleton Endowed Scholarship	\$120,000.00	\$11,759.33	\$131,759.33
Dr. John F. Haskin Endowment	\$107,759.22	\$41,510.04	\$149,269.26
Lucy B. Hairston Endowment	\$103,235.95	\$35,164.67	\$138,400.62
Faculty Endowed Scholarship Endowment	\$101,305.80	\$20,556.79	\$121,862.59
AKA-HBCU Endowed Scholarship	\$100,068.68	\$5,331.26	\$105,399.94
Luel Cummings-Sutton Endowment	\$86,136.74	\$29,370.71	\$115,507.45
N. M. Garrett Endowment	\$71,925.70	\$18,563.69	\$90,489.39
General Charles C. Rogers Endowment	\$68,689.87	\$18,907.27	\$87,597.14
Class of 1964 Endowed Principal	\$63,168.36	\$6,843.19	\$70,011.55
Institute Plant Companies Endowment	\$62,608.56	\$26,294.23	\$88,902.79
Dr. Charlotte E. Giles Memorial Endowed Scholarship	\$60,000.00	\$12,239.55	\$72,239.55
Richard & Shirley Weese Chemistry Scholarship	\$58,000.00	\$5,597.37	\$63,597.37
Dr. Margaret Ann Cyrus Mills Endowment	\$54,316.15	\$17,823.05	\$72,139.20
Harrison H. Ferrell Endowment	\$54,221.54	\$14,283.18	\$68,504.72
Mary Patterson Endowment	\$53,581.19	\$21,597.97	\$75,179.16
Cedric D. Lee Endowment	\$52,685.35	\$25,097.82	\$77,783.17
Heather Marie Allen Endowed Principal	\$50,000.00	\$9,568.23	\$59,568.23
Richard & Rebecca Smith Endowment	\$49,647.51	\$34,569.97	\$84,217.48
Dr. Hazo W. Carter, Jr. Legacy Endowed - Principal	\$47,720.74	\$9,927.67	\$57,648.41
Lee & Staples Endowment	\$47,276.65	\$17,698.30	\$64,974.95
Walter D. "Pat" Evans Endowment"	\$45,771.61	\$12,352.94	\$58,124.55
James W. Hawkins, Jr. & Ethel B. Hawkins	\$45,000.00	\$2,121.49	\$47,121.49
Lulu Johnson Endowment	\$43,859.29	\$39,905.62	\$83,764.91
Wilkerson Family Endowment	\$38,750.57	\$26,576.97	\$65,327.54

Fullen-Polley Family Endowed Scholarship	\$36,750.00	\$6,491.00	\$43,241.00
Marjorie Johnson Endowment	\$36,016.98	\$13,060.10	\$49,077.08
Dr. George E. Keller II Endowed Scholarship	\$35,100.00	\$3,235.41	\$38,335.41
David Thaxton Memorial Scholarship	\$35,001.97	\$1,488.27	\$36,490.24
Richard D. & M. Alison Wolford Endowed Scholarship	\$34,536.40	\$5,194.13	\$39,730.53
Dr. Ann Brothers Smith Educator Award Endowed Scholarship	\$34,517.09	\$6,964.86	\$41,481.95
Lark & Tom Hutto Endowment	\$31,804.78	\$9,067.79	\$40,872.57
United Bank Endowment	\$31,599.72	\$13,162.07	\$44,761.79
Dr. R. Charles Byers Endowed Principal	\$31,236.55	(\$546.95)	\$30,689.60
Virgil Matthews Endowed Scholarship	\$30,745.97	\$7,139.65	\$37,885.62
Sylvia D. Parker Scholarship Endowment	\$30,252.91	\$16,313.14	\$46,566.05
Presidential Endowed Principal Scholarship	\$29,460.23	\$9,067.57	\$38,527.80
NU Chapter, Alpha Kappa Alpha Endowed Scholarship	\$28,200.00	\$0.00	\$28,200.00
William White Endowment	\$27,975.80	\$7,384.74	\$35,360.54
Marvin D. & Eunice J. Mills Endowment	\$27,939.45	\$14,539.79	\$42,479.24
Joey Oden Memorial Endowed Scholarship	\$27,932.00	\$0.00	\$27,932.00
Kelly Miller Foundation/Mark H. Cardwell Athletic	\$27,825.22	\$5,119.33	\$32,944.55
President Brian O. Hemphill Endowed Scholarship	\$27,224.00	\$549.34	\$27,773.34
A. P. Hamblin Endowment	\$26,707.32	\$10,987.24	\$37,694.56
A. Dayton Carpenter Endowed Scholarship	\$25,462.98	\$0.00	\$25,462.98
Kelly Miller Foundation/Emmett B. Saunders	\$25,125.00	\$5,652.92	\$30,777.92
Kelly Miller Foundation/Duncan H. Kyle	\$25,125.00	\$5,854.70	\$30,979.70
Kelly Miller Foundation/Ione B. McGee	\$25,125.00	\$5,854.70	\$30,979.70
Alpha Zeta Chapter Endowed Scholarship # II	\$25,058.57	\$0.00	\$25,058.57
Sophia Nelson Endowment	\$25,000.00	\$11,264.48	\$36,264.48
The Wellington D. Swindall Book Scholarship Fund	\$25,000.00	\$5,158.21	\$30,158.21
Catherine L. Whittington Endowed Principal	\$25,000.00	\$4,207.47	\$29,207.47
Central Area of The Links Endowed Scholarship	\$25,000.00	\$3,685.41	\$28,685.41
Judge Donald L. Graham Endowed Principal	\$25,000.00	\$4,390.07	\$29,390.07
Reserve Oil & Gas Endowed Scholarship	\$25,000.00	\$4,272.53	\$29,272.53
Freshwater Family Endowed Scholarship	\$25,000.00	\$4,272.53	\$29,272.53
Weinkauf Family Endowed Principal	\$25,000.00	\$2,402.13	\$27,402.13
Dr. Samuel W. Lynch Endowed Principal Scholarship	\$25,000.00	\$2,910.92	\$27,910.92
F2Q Endowed Principal	\$25,000.00	\$3,181.68	\$28,181.68
Hilda Tyree Endowed Scholarship	\$25,000.00	\$4,044.50	\$29,044.50
Geraldine Lewis Endowed Book Scholarship	\$25,000.00	\$5,044.50	\$30,044.50
Jo Grace Coker Endowed Scholarship	\$25,000.00	\$5,044.50	\$30,044.50
Dr. George Oliver Curme Jr. Scholarship	\$25,000.00	\$5,044.50	\$30,044.50
Major Ronnie D. McCullough Endowed Scholarship Principal	\$25,000.00	\$0.00	\$25,000.00
Gary L. Swingle Accounting Scholarship	\$25,000.00	\$0.00	\$25,000.00
Alpha Iota Lambda Chapter of Alpha Phi Alpha Fraternity	\$24,595.68	\$20,016.59	\$44,612.27
Verona Clarke Scholarship	\$23,905.20	\$2,723.79	\$26,628.99
Macile Lee Hartley Scholarship Endowment	\$23,644.21	\$7,760.08	\$31,404.29
Judge Phyllis H. Carter Alpha Delta Cptr. Scholarship	\$23,007.07	\$6,341.38	\$29,348.45
George G. Slutsky Endowment	\$22,768.12	\$9,432.97	\$32,201.09
Epps Family Endowment	\$20,682.59	\$11,098.68	\$31,781.27
George Cunningham Endowed Scholarship	\$19,559.00	\$3,166.62	\$22,725.62

Henry L. Moore Endowment	\$19,391.60	\$9,443.36	\$28,834.96
Paul Joseph & Andres J. W. Mullins Endowment	\$18,606.98	\$14,481.38	\$33,088.36
Nyana Rowley Endowment	\$17,965.56	\$5,919.57	\$23,885.13
Frank Walker Law Endowed Principal	\$17,191.08	\$2,935.58	\$20,126.66
Herbert & Mattie Ford Study Abroad Endowed Principal	\$17,150.00	\$9,095.72	\$26,245.72
Tyson Family Endowment	\$16,171.61	\$7,238.24	\$23,409.85
Class of 1949 Endowment	\$15,541.14	\$12,968.05	\$28,509.19
Dr. Sami & Mrs. Kay Ghareeb Endowment	\$15,500.00	\$3,026.70	\$18,526.70
Beta Beta Omega Chapter Endowed Scholarship	\$15,137.63	\$2,993.93	\$18,131.56
Barbara Jean Price Endowed Scholarship	\$14,666.00	\$0.00	\$14,666.00
R. B. Welch & Constance D. Welch Endowment	\$13,962.42	\$6,748.50	\$20,710.92
Dr. Della Brown Taylor Hardman Endowed Principal	\$13,825.75	\$4,821.35	\$18,647.10
Mr. Charles H. James II Endowed Principal	\$12,947.75	\$4,165.33	\$17,113.08
Roland Wayne Cline Endowment	\$12,675.69	\$8,213.25	\$20,888.94
Class of 1951 Endowment	\$12,473.59	\$13,157.71	\$25,631.30
G. Bowles-Bolles, Jr. Endowment	\$12,345.02	\$12,153.21	\$24,498.23
Eva Saxon Endowment	\$12,306.19	\$12,971.76	\$25,277.95
Kathryn W. Lynch Endowment	\$11,856.42	\$6,110.53	\$17,966.95
James Tilson, Dr. Endowment	\$11,773.23	\$7,581.86	\$19,355.09
Campbell C. Sellers Endowment	\$11,369.45	\$9,176.00	\$20,545.45
Marguerite R. Thornton Endowment	\$11,239.61	\$17,407.28	\$28,646.89
WVSUNAA Endowed Scholarship	\$11,150.00	\$6,948.69	\$18,098.69
Rosa Pickel Endowment	\$11,127.54	\$5,248.50	\$16,376.04
Basudeb DasSarma Scholarship Endowment	\$10,531.19	\$7,867.73	\$18,398.92
Dr. Herta H. Jogland Endowed Principal	\$10,095.00	\$3,034.38	\$13,129.38
William C. Foster Endowed Principal	\$10,000.00	\$5,092.80	\$15,092.80
Herbert H. & Maxine D. Henderson Endowed (Huntington)	\$10,000.00	\$7,185.32	\$17,185.32
The Most Worshipful Prince Hall Grand Lodge	\$10,000.00	\$6,094.69	\$16,094.69
E. H. Brown Endowment	\$8,955.62	\$8,213.26	\$17,168.88
Judge Booker T. & Gloria M. Stephens Principal	\$7,500.00	\$660.69	\$8,160.69
DasSarma Fund Endowment	\$6,623.40	\$4,499.35	\$11,122.75
Joan Coleman - Adult & Commuter Services Endowed Scholars	\$6,580.63	\$1,342.40	\$7,923.03
J. D. Anderson Endowment	\$6,420.01	\$5,588.11	\$12,008.12
Harold McNeill, Sr. Scholarship Endowment	\$1,002.25	\$1,305.77	\$2,308.02
partners endowed scholarship			
F. S. Belcher Endowment	\$3,212.12	\$2,735.45	\$5,947.57
Tony Brown Endowment	\$1,438.23	\$1,225.72	\$2,663.95
J. W. Davis Endowment	\$3,422.97	\$2,915.85	\$6,338.82
Marie E. Leet Endowment	\$5,599.21	\$4,768.58	\$10,367.79
F. J. Lehner Endowment	\$5,655.49	\$4,816.03	\$10,471.52
W. J. L. Wallace Endowment	\$8,495.91	\$4,970.76	\$13,466.67
James D. Thomas Endowment	\$1,651.20	\$1,406.58	\$3,057.78
Ellen James Unitrust Endowment	\$9,368.24	\$8,590.78	\$17,959.02
Lila Carroll Endowment	\$6,745.68	\$1,589.64	\$8,335.32
George Peet Endowment	\$6,531.18	\$5,989.16	\$12,520.34
WVSUNAA Kanawha Valley Alumni Chapter Endowment	\$4,032.82	\$887.29	\$4,920.11
Gladys Foster Endowment	\$604.97	\$470.44	\$1,075.41

Health Center Endowment	\$1,492.48	\$1,159.96	\$2,652.44
Vicki Paul Endowment	\$1,481.39	\$1,152.22	\$2,633.61
James T. Johnson Endowment	\$1,391.06	\$751.27	\$2,142.33
WVSCF Scholarship Endowment	\$4,814.68	\$2,153.17	\$6,967.85

title iii accounts

Mary McGhee Hairston - Title III Endowment	\$107,214.99	\$4,509.37	\$111,724.36
Dr. Lateef Y & Dr. S.Y. Aranmolate Saffore - Title III Endow	\$107,214.99	\$3,226.34	\$110,441.33
Saffore Research - Title III Matching Endowment	\$96,493.50	\$4,058.43	\$100,551.93
Dr. Ida F. Kramer - Title III Endowment - Principal	\$85,772.00	\$3,607.49	\$89,379.49
Helen M & Russell E Allen - Title III Endowment	\$53,607.50	\$2,254.68	\$55,862.18
Rev. Dennis Tyrone Cooper/Grove Phi Groove Title III Scholar	\$50,000.00	\$0.00	\$50,000.00
Gilmer Lipscomb Dickerson Title III Scholar.	\$50,000.00	\$0.00	\$50,000.00
Alpha Zeta Chpt. Endowed Merit Title III	\$50,000.00	\$0.00	\$50,000.00
Dr. Sami & Mrs. Kay Ghareeb - Title III Endowment	\$32,164.50	\$1,352.81	\$33,517.31

planned gift commitments

Lena Bolton Scholarship	\$5,000.00	\$0.00	\$0.00
Lt. Col. (Ret.) Stanley Jenkins Scholarship	\$2,350.00	\$0.00	\$0.00
Dr. Vincent E. & Mrs. Frances B. Reed Scholarship	\$1,752.30	\$0.00	\$0.00
Sharon Smith Banks General Endowed Scholarship	\$0.00	\$0.00	\$0.00
Doris W. & Walter F. Johnson, III Endowed Principal	\$0.00	\$0.00	\$0.00
B. L. Frenz Endowed Principal	\$0.00	\$0.00	\$0.00
Col. Pamela D. Carter Endowed Scholarship	\$0.00	\$0.00	\$0.00
Richard D. & M. Alison Wolford Perseverance Scholarship	\$0.00	\$0.00	\$0.00
Eunice M. Burch Memorial Scholarship	\$0.00	\$0.00	\$0.00
M. Sue Taylor-Woodward Endowed Scholarship	\$0.00	\$0.00	\$0.00
Edward T. Haggins Endowed Scholarship	\$0.00	\$0.00	\$0.00
	<u>\$9,478,934.29</u>	<u>\$2,309,209.49</u>	<u>\$11,779,041.48</u>

Overview of Expendable Scholarships

project description	balance
McGee Foundation Scholarship	\$139,300.00
Encova Scholarship	\$68,601.80
WVSUNAA Atlanta Alumni Chapter Scholarship	\$67,286.49
Poffenbarger Foundation Scholarship	\$35,100.00
Doris W. & Walter F. Johnson Expendable	\$34,964.47
Booker T. & Gloria M. Stephens Expendable	\$30,056.20
WVSU Scholarship Fund	\$26,736.75
Southern Counties Scholarship Program	\$26,310.60
Truist Scholarship	\$26,012.50
WVSUNAA Metro DC Washington Chapter Dr. V. E. Reed Scholarsh	\$22,097.23
Gilmer Lipscomb Dickerson Scholarship	\$21,417.09
Dr. Walter E. Stroupe Criminal Justice Graduate Fund	\$20,857.76
Verl and Sandra Purdy Presidential Scholarship	\$18,250.00
Dr. Martin F. Akor Memorial Scholarship	\$15,825.00
Judge Damon J. Keith Restricted Scholarship	\$13,003.66
WVSUNAA Chicago Chapter Scholarship	\$12,652.37
IBM Masters Fellowship	\$12,500.00
Hach Scientific Foundation Chemistry Scholarship	\$11,605.64
Chemical Technology	\$8,837.44
Saffore Research Scholarship	\$8,672.69
Joanna Parkins Craigo Scholarship	\$8,447.00
Class of 1972 Scholarship	\$8,375.65
WVSUNAA Metro/DC Washington Chapter Book Fund	\$7,906.50
Lt. Col. Ronald M. & Mrs. Lydia Alvarado McLeod Scholarship	\$7,630.00
Osly James Gates Scholarship	\$7,072.06
DEI Scholarship	\$6,050.00
Opal Carter Far West Region Scholarship	\$5,505.25
Lt. Col. (Ret) Acie & Louise M. McGhee Expendable Scholarship	\$5,000.00
Baker Family Scholarship	\$5,000.00
WVSUNAA Alumni Charlotte NC Chapter Book Fund	\$4,978.86
Dr. Charles R. Byrd Scholarship	\$4,941.71
WVSU National Alumni Association Regional Scholarship	\$4,893.45
WVSUNAA So. Carolina Alumni Chapter Scholarship	\$4,700.00
Rev. Dennis Tyrone Cooper/Groove Phi Groove Social Fellowshi	\$3,939.15
Jefferson/Wilson Scholarship	\$3,906.98
John W. & Ruth E. Powell Scholarship	\$3,793.60
Tiffany White Expendable Scholarship	\$3,671.50
Robert Wilson Jr. Memorial Fund	\$3,667.00
Judge Reggie B. Walton Expendable	\$3,455.85
WVSUNAA Detroit Chapter Scholarship	\$3,250.00
Maier Foundation Scholarship	\$3,250.00
WVSUNAA NY Chapter Book Fund	\$2,936.84

Dr. Ann B. Smith Future Educator	\$2,753.64
E. Gail Pitchford Scholarship	\$2,537.06
Nellie Walker	\$2,525.00
WVSUNAA Atlanta Chapter Book Fund	\$2,468.32
Classified Staff Scholarship	\$2,432.54
Albert L. Calloway Memorial	\$2,235.34
WVSUNAA Detroit Chapter Book Fund	\$2,223.28
Nu Chapter, Alpha Kappa Alpha Scholarship Fund	\$2,100.00
Office of Alumni Affairs Book Scholarship	\$2,068.22
Cassie's Helping Hand Scholarship	\$1,997.16
WVSUNAA Jacksonville Chapter Book Fund	\$1,995.94
Faculty Restricted Scholarship	\$1,957.84
NAA Student Emergency Scholarship	\$1,950.00
Memorial	\$1,914.73
Sylvia Walker - WVSUNAA LA Chapter Scholarship	\$1,875.00
Leadership Institute	\$1,834.71
WVSUNAA Williamsburg Chapter (DeWayne Freeman) Book Fund	\$1,753.96
NAA Expendable Scholarship	\$1,700.00
Class of 1963	\$1,650.00
WVSUNAA Huntington Chapter Scholarship	\$1,488.25
Dean Robert L. Harrison, Jr. Scholarship	\$1,422.76
Vernon A. & Jacqueline E. Bell Scholarship	\$1,275.00
Rosa Parks Memorial Book Scholarship	\$1,244.59
WVSUNAA Los Angeles Chapter Book Fund	\$1,240.10
James T. Johnson Scholarship	\$1,240.00
Miles C. Cary Scholarship	\$1,138.67
Prince Ahmed Williams Memorial	\$1,138.29
Eric Shawn Plear Healthy Lifestyle	\$1,110.00
Pauline M. Fairfax	\$1,092.62
AKA - Alpha Omicron Omega Chapter Scholarship	\$1,000.00
Groove Phi Groove SFI Virtual Alumni & YJFC11 Chapters	\$1,000.00
	<u><u>\$786,822.11</u></u>

Strategies for Leveraging Sponsorships: Impact of Sponsorships for Athletics

FY2022 Operational Budget \$562,000
(Salaries and Scholarships not included)

FY2022 Fundraising \$425,000

Fundraising includes:

\$93,000 in sponsorships

26 corporate donors

Strategies for Leveraging Sponsorships:

Upcoming Sponsorship Opportunities

Presidential Inauguration Sponsorship Goal \$40,000

Event Recognition Opportunities

- Investiture Ceremony \$20,000
- Inauguration Reception \$15,000
- Reception at Host Hotel \$ 2,500

Strategies for Leveraging Sponsorships: Upcoming Sponsorship Opportunities



2022 Black & Gold Gala by the Numbers

58 Sponsors

11 Honorees

400+ Attendees

Strategies for Leveraging Sponsorships: Upcoming Sponsorship Opportunities

2022 Black & Gold Gala by the Numbers

Sponsorships	\$175,500
Ticket Sales	\$ 13,805
Donations	\$ 4,435
Silent Auction	\$ 15,531
Total Raised	\$209,271

Strategies for Leveraging Sponsorships: Upcoming Sponsorship Opportunities

Spring 2023 Sponsorship Goals

Black & Gold Gala	\$200,000
Inauguration	\$ 40,000
Total	\$240,000

Questions



**Board of Governors
Business and Finance Committee
Erickson Alumni Center - Grand Hall**

<https://us06web.zoom.us/j/86889901739>

Meeting ID: 868 8990 1739

Friday, December 9, 2022

AGENDA

- | | |
|--|-------------------|
| I. Call to Order | Ian Flores |
| II. Roll Call | Natasha Tyson |
| III. Verification of Appropriate Notice of Public Meeting | Ian Flores |
| IV. Approval of October 27, 2022 Minutes (<i>Action Required</i>) | Ian Flores |
| V. FY22 Financial Audit Review by CLA | Daniel Persaud |
| VI. FY23 Financial Update | Justin McAllister |
| a. FY23 October Statement of Revenue & Expenses | |
| b. Liquidity Monitoring | |
| c. Accounts Payable Schedule | |
| d. Accounts Receivable Schedule | |
| e. HEERF | |
| VII. Adjournment | |

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

Date/Time: 12/9/2022 -- 9:00 AM

Location:

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/86889901739>

Meeting ID: 868 8990 1739

Purpose: To conduct regular business of the committee

Notes:

Meeting was approved : 12/2/2022 3:14:28 PM

MEETING MINUTES
West Virginia State University Board of Governors
Business Affairs Committee
Erickson Alumni Center, Grand Hall
Thursday, October 27, 2022
9:00 a.m.

I. Call to Order and Roll Call

Mr. James Payne called the meeting to order at 10:41 a.m.

II. Members Present:

The clerk called the roll. Members present were Mr. Payne, Ms. McKibben, Mr. Kelley, Mr. Raines, Mr. Jones, Mrs. Pitchford, Mr. Davis, Dr. Jackson, and Dr. Pietruszynski. There was a quorum for this meeting.

III. Verification of Appropriate Notice of Public Meeting

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

IV. Review and Approval of September 23, 2021 Meeting Minutes

Mr. Payne asked for a motion to approve the meeting minutes for September 8, 2022. Ms. McKibben made a motion, and it was seconded by Dr. Jackson. Motion passed.

V. FY22 Financial Audit Review

VP McAllister communicated that the audit was due on October 15, however, the audit review had wrapped up on Monday, October 24 of which the final report was issued on Tuesday, October 25. The CliftonLawsonAllen auditing firm will be on-site for the December Board of Governors session to go over the audit. In discussing the FY22 financial audit, CLA noted an internal control finding identified as a material weakness with internal controls over financial monitoring. Outlined in the Governance Letter, there are five items which include corrected missed statements, an adjustment to reduce cash and cash equivalence in accounts payables as of June 30, 2021 in the amount of approximately \$343, 000 due to double booking of deposits dating back to 2019, an adjustment to increase capital assets in accounts payables of approximately \$443,930 due to construction that took place in 2021 that was not recorded as of June 30, 2021, an adjustment to reduce advances from federal government and miscellaneous revenues in the amount of approximately \$270,973 to reflect the correct liability to the federal government relating to Perkins of which this number had not been adjusted since 2002. VP McAllister explained the process of the Perkins Loan Program and how the University handles the funds issued by Perkins. VP McAllister is actively working on liquidating the Perkins as it was elected by the university to do so several years ago, however, it has not been completed as of yet. This debt is being turned over to the Federal Department of Education so that the liability is no longer on the University's books and the FDOE will collect the debt. Areas of concern were identified in the process of searching for unrelated information. No additional monies are owed to the federal government outside of the normal Perkins liability funds. The scope of the audit review fluctuates each year which may explain why certain issues were not identified sooner. Other adjustments identified were to remove an allowance related to Perkins in the amount of \$196,000 which is related to the liability previously identified as doubtful debt of which the university should not carry the debt since it is a government supported loan therefore the auditors asked that it is removed as the loans date back to 1988. As the liability has been carried on the University's books, it is considered a pass-through and the liability should have been decreasing as the university pays the funds back to the federal government. The largest concern of the findings was related to the \$2.7 million of the student portion of the HEERF funding which had not been booked due to being

processed through an outside bank account that does not reflect on the ledger; going forward, the funds will be run through a different account. In curving the immature processes associated with the university finances due to a lack of proper controls and high staff turnover, automated processes will be set in place to align the controls and procedures accordingly. Regular reconciliation of the trial balance accounts will be implemented to ensure proper controls are being applied.

The consolidated financials as presented in the audit pulls the University and Research & Development together. The balance sheet reflects a small increase in assets, a decrease in liabilities, and the income statement shows a \$4.8 million net position which is a \$2.4 million increase from 2021 on an accrual basis resulting in a positive cash position. Overall the university received a clean audit opinion outside of the one finding.

VI. FY23 Financial Update

a. FY23 Quarter Financial Statement

As of September 30, 2022, the university had \$9.8 million in revenue, \$11.3 in operating expenditures with a total operating margin of -\$1.5 million. There was \$211,000 in HEERF expenditures for the quarter, ending in the red with \$1.7 million. At the end of September, \$1.8 million of Promise and High Education funds that had yet to be received due to a delay in financial aid disbursement which would have balanced the budget. A HEERF drawdown has not been made for this fiscal year, therefore there are funds to compensate for the \$211,000 expenditure. There is \$10 million in HEERF funding remaining, however, it is important to try and reserve as much of that as possible as some of the funds are earmarked to renovate Sullivan Hall this upcoming year.

b. September Revenue & Expense

The university received the quarterly \$3.2 million of state appropriations in July and the second portion was received on October 1, 2022. The salaries and wages makes up the largest portion of expenditures while tuition and fees is the largest portion of revenue with state appropriations following that number. During the first quarter of the year, the FY22 actuals were higher than the FY23 actuals, partially due to not receiving the \$1.8 in Higher Education and Promise revenue. Scholarships and waivers are slightly up from FY22.

c. Liquidity Monitoring

There are only \$150,765 in outstanding payables with the majority being under 60 days old of which one invoice of \$72,000 makes up a large portion of the outstanding debt. In July there were 43 days of cash-on-hand. In August, the number of days dropped to 27 days and there is currently 31 days of cash-on-hand of \$76,629. The goal is to stay above 30 days of cash-on-hand.

d. Accounts Payable Schedule

The aged payables reflect accounts that are over 90 days. Such payables have an overall debt owed of \$7,650.72 mostly due to more documentation needed to initiate the payment.

VII. Adjournment

With there being no other business, Mr. Payne moved to adjourn the meeting at 11:32 a.m.

Respectfully Submitted by Natasha Tyson, Committee Clerk, November 1, 2022.

Approved by:

Justin McAllister
Vice President for Business and Finance
Business Affairs Administrator

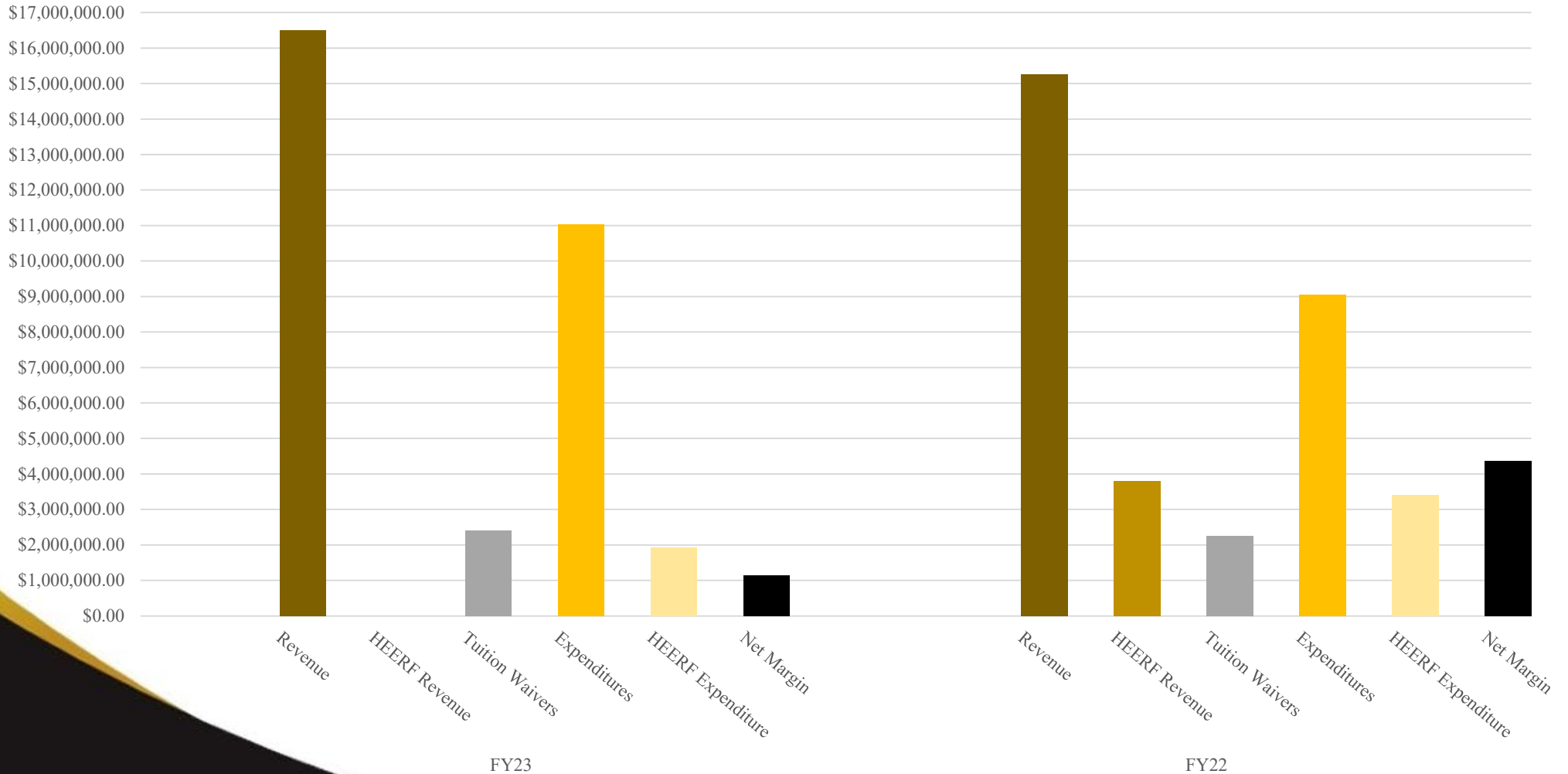
Business & Finance

Board of Governors Meeting
Justin T. McAllister
December 9, 2022

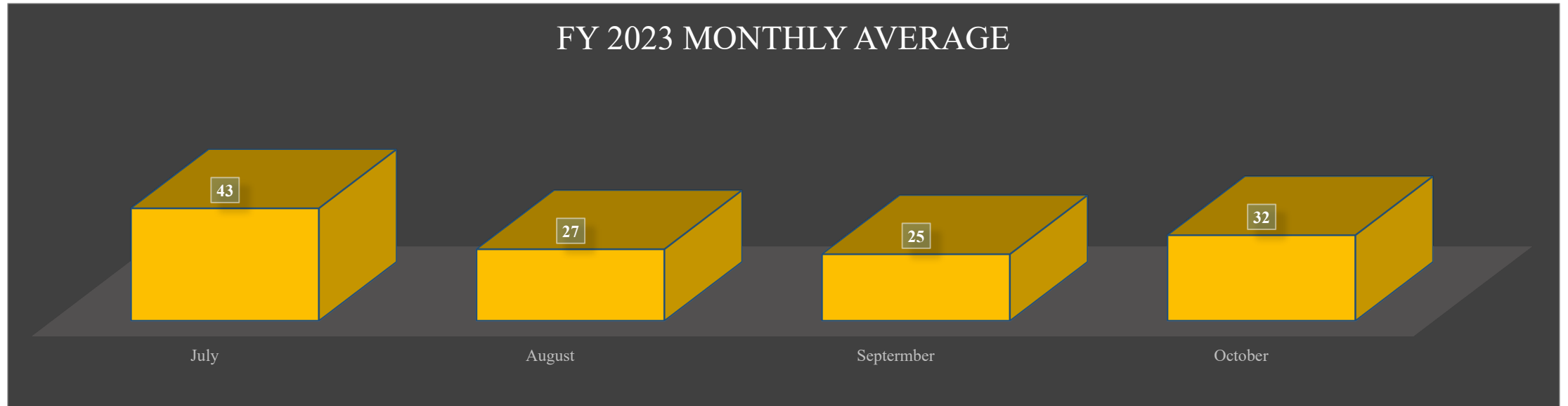
October Statement of Revenues and Expenditures

	October 2022	FY 2023 Year To Date	FY 2023 Budget	FY 2023 Budget Utilized
Operating Revenues:				
Total Operating Revenues	\$ 6,690,488	\$ 16,500,930	\$ 41,130,170	40%
Total Operating Expenditures	\$ 2,973,419	\$ 14,952,131	\$ 45,534,258	33%
Total Operating Margin	\$ 3,717,068	\$ 1,548,799	\$ (4,404,088)	-35%
Total Non Operating Revenues (HEERF)	\$ -	\$ -	\$ 13,104,662	0%
Total Non Operating Revenues (HEERF)	199,781	411,726	8,000,000	5%
Total Non Operating Margin	\$ (199,781)	\$ (411,726)	\$ 5,104,662	-8%
Total Margin	\$ 3,517,287	\$ 1,137,073	\$ 700,574	162%

Fiscal Year-to-Date 2023 to 2022 Revenues and Expenditures Comparison



Fiscal Year 2023 Liquidity Monitoring

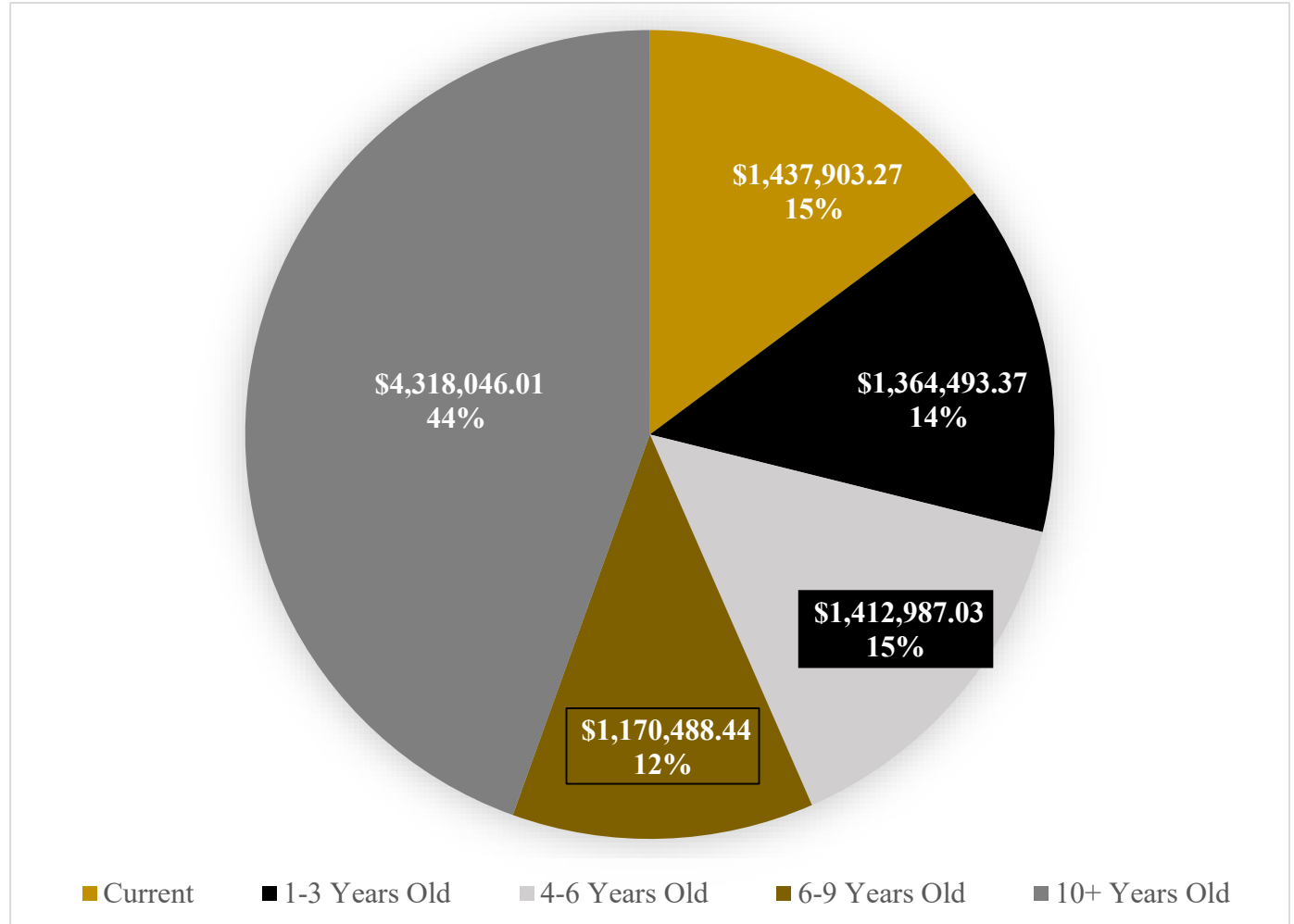


Accounts Receivable Schedule

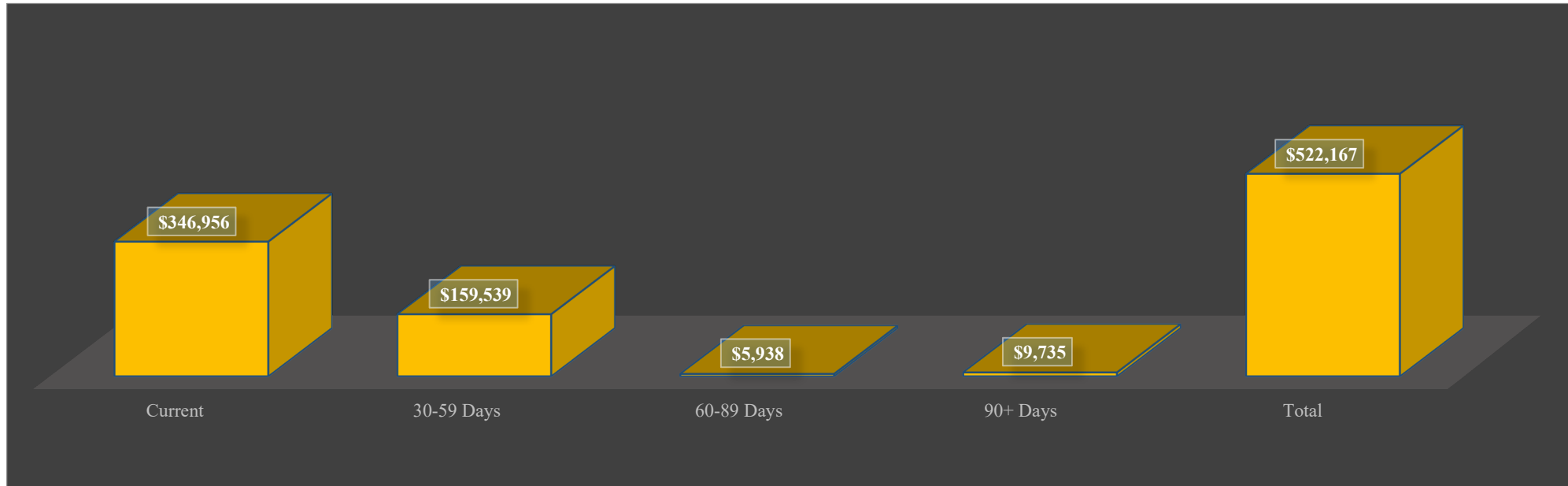
Total A/R: \$9,703,918.12

Allowance for bad Debt: \$8,416,288

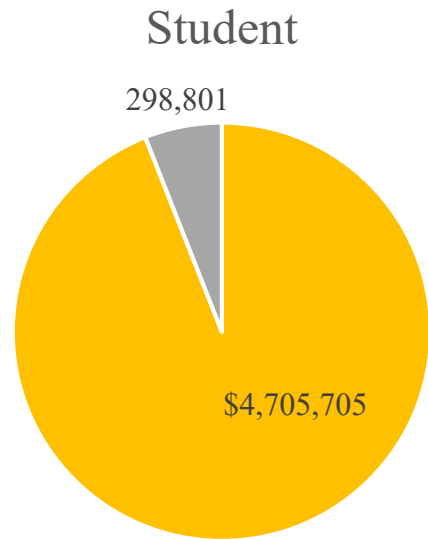
Total A/R in Collections: \$5,796,176.45



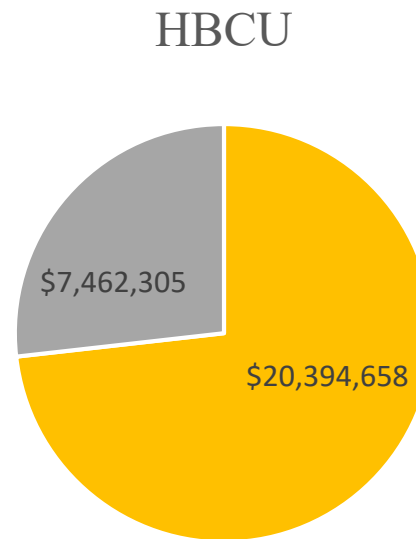
Accounts Payable Schedule



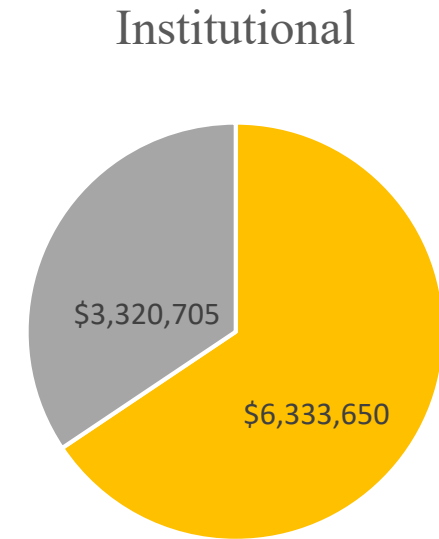
HEERF



■ Awarded ■ Remaining



■ Awarded ■ Remaining



■ Awarded ■ Remaining

Total HBCU and Institutional Funds Remaining: \$10,738,010

HBCU Funds to be used for Estimated Discharge of Student Debt: \$1,027,367.55

Questions?



Board of Governors
Enrollment Management and Student Affairs
Erickson Alumni Center - Grand Hall
<https://us06web.zoom.us/j/86889901739>
Meeting ID: 868 8990 1739
Friday, December 9, 2022

AGENDA

- | | |
|---|----------------|
| I. Call to Order | Tracy McKibben |
| II. Roll Call | Lauren Waugh |
| III. Verification of Appropriate Notice of Public Meeting | Tracy McKibben |
| IV. Approval of October 27, 2022 Minutes (<i>Action Required</i>) | Tracy McKibben |
| V. Enrollment Management <ul style="list-style-type: none">• Admissions Update• Enrollment Strategies and Partnerships• Enrollment Goals | Stacey Sowell |
| VI. Athletics <ul style="list-style-type: none">• Update | Nate Burton |
| VII. Adjournment | |

Board of Governors
West Virginia State University
Enrollment Management and Student Affairs Committee

Date/Time: 12/9/2022 -- 9:00 AM

Location:

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/86889901739>

Meeting ID: 868 8990 1739

Purpose: To conduct regular business of the committee

Notes:

Meeting was approved : 12/2/2022 3:14:52 PM

MEETING MINUTES
West Virginia State University Board of Governors
Enrollment Management and Student Affairs
Erickson Alumni Center
Thursday, October 27, 2022
9:00 a.m.

- I. Call to Order and Roll Call**
Chair McKibben called the meeting to order.

- II. Administrative Clerk (Lauren Waugh) called the roll.**
Members in attendance were Mrs. McKibben, Mr. Davis, Dr. Jackson, Mr. Kelley, Mr. Jones, Mr. Payne, Mrs. Pitchford, Mr. Raines and Dr. Pietruszynski.

Members not in attendance were Mr. Flores, Mr. Gray and Mr. Shepherd.

- III. Verification of Appropriate Notice of Public Meeting**
Ms. McKibben verified the Appropriate Notice of Public Meeting.

- IV. Enrollment Management**
 - a. Year to year application comparisons**
Dr. Sowell stated that freshman application numbers for spring semester enrollment are up 3.75 %. However, we are down 15% admitted freshman due to the 48% of incomplete applications. We are also under 76% for confirmed but as the incomplete numbers go down the admitted and confirmed numbers will increase. We are behind in transfer students in all categories and are addressing with admissions department. Fall 2023 applications are 23% ahead of the previous year with 97% more incomplete applications. Incomplete applications are due to lack of official transcripts. We are 54% higher for confirmed freshman for fall 2023.

 - b. Enrollment Strategies and Partnerships**
Slate is our new CRM and is currently live and integrated. This allows us easier access for communication with applicants. It allows applicants to chart their own progression.
The Common application is a tool where students can apply to more than one college at a time and will go live next week. Previously, we were the only West Virginia college not participating in this application. Everything in Slate integrates with the Common App and Banner. This should help with recruiting international students without expensive travel. We signed an MOU with New Seasons Youth out of Nassau, Bahamas because they participate in national government funded scholarships. We guarantee two scholarships for qualified students and gain exposure to other scholars.
The Stop Out Campaign was recently started for students who have WVSU credits but have not returned in the past five years. This aims to re-enroll these 1500 students and our goal is 20%.

Early Enrollment program will receive additional correspondence to encourage their four-year degree. We are also working with Enroads, a national internship program for college readiness for students of color.

c. Enrollment Goal

The goal for enrollment for Fall 2023 is 2100 students, new freshmen and transfers combined at 500 and new on campus students at 158. This number does not include dual enrollment students.

V. Student Affairs

a. Office of Student Advocacy Update

Jaleesa Nunez, director of Student Advocacy discussed the new MyWVSU app. Its purpose is to make information more accessible to everyone pertaining to events, academics and financial aid. She also discussed her role in student interactions to help students be more successfully and it aids in retention.

VI. Adjournment

With there being no further business, Chair McKibben adjourned the meeting.

Approved by:

Dr. Stacey Sowell
Vice President for Enrollment Management and Student Affairs

Respectfully submitted by:
Lauren Waugh
Enrollment Management and Student Affairs Administrative Clerk

Enrollment Management, Student Affairs and Athletics

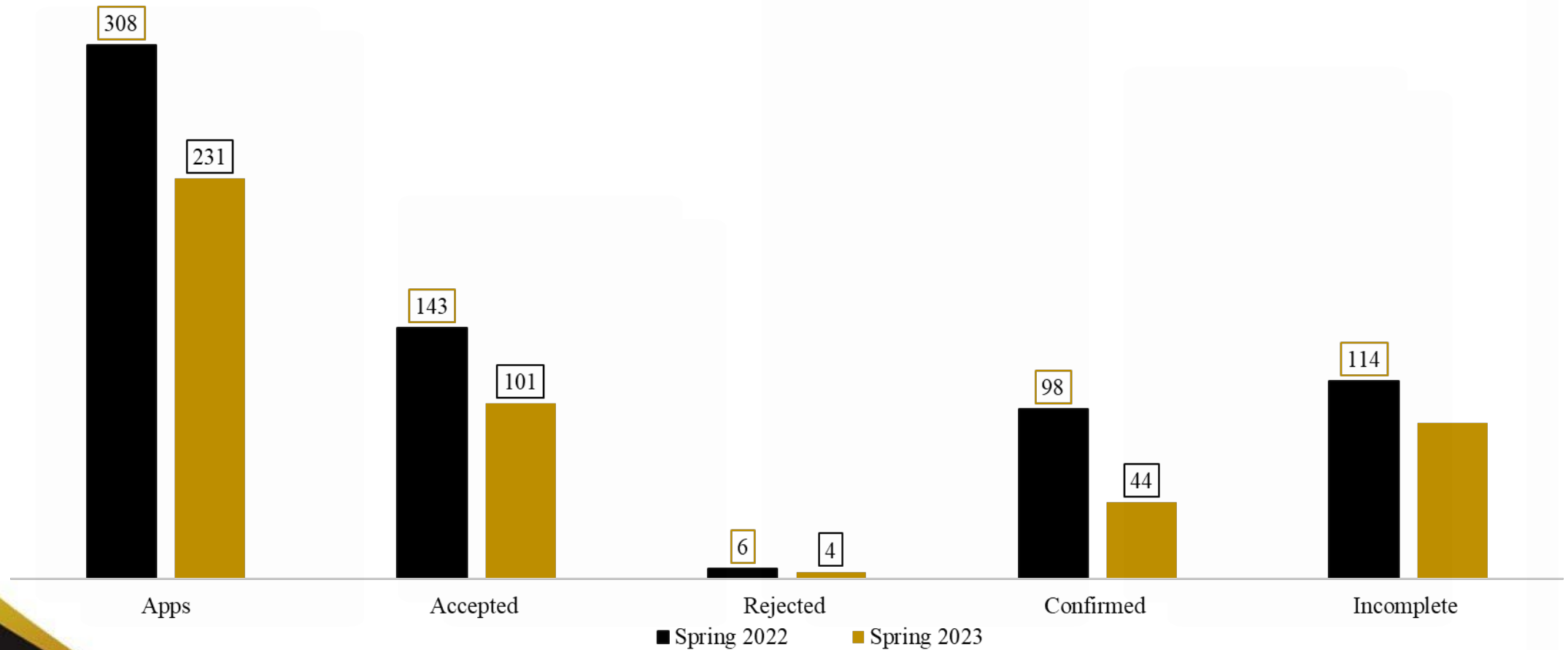
Board of Governors Meeting
Dr. Stacey Sowell
December 9, 2022

Spring 2023 Admissions Progression Chart

Undergraduate New Students							
Type	Goal	Applications	Incomplete	Admitted	Rejections	Confirmed	% of Goal*
Freshmen	25	118	40	51	3	13	52%
Transfer	50	113	50	50	1	31	62%
UG Total	75	231	90	101	4	44	59%

Data as of November 29, 2022

Spring 2022 vs Spring 2023



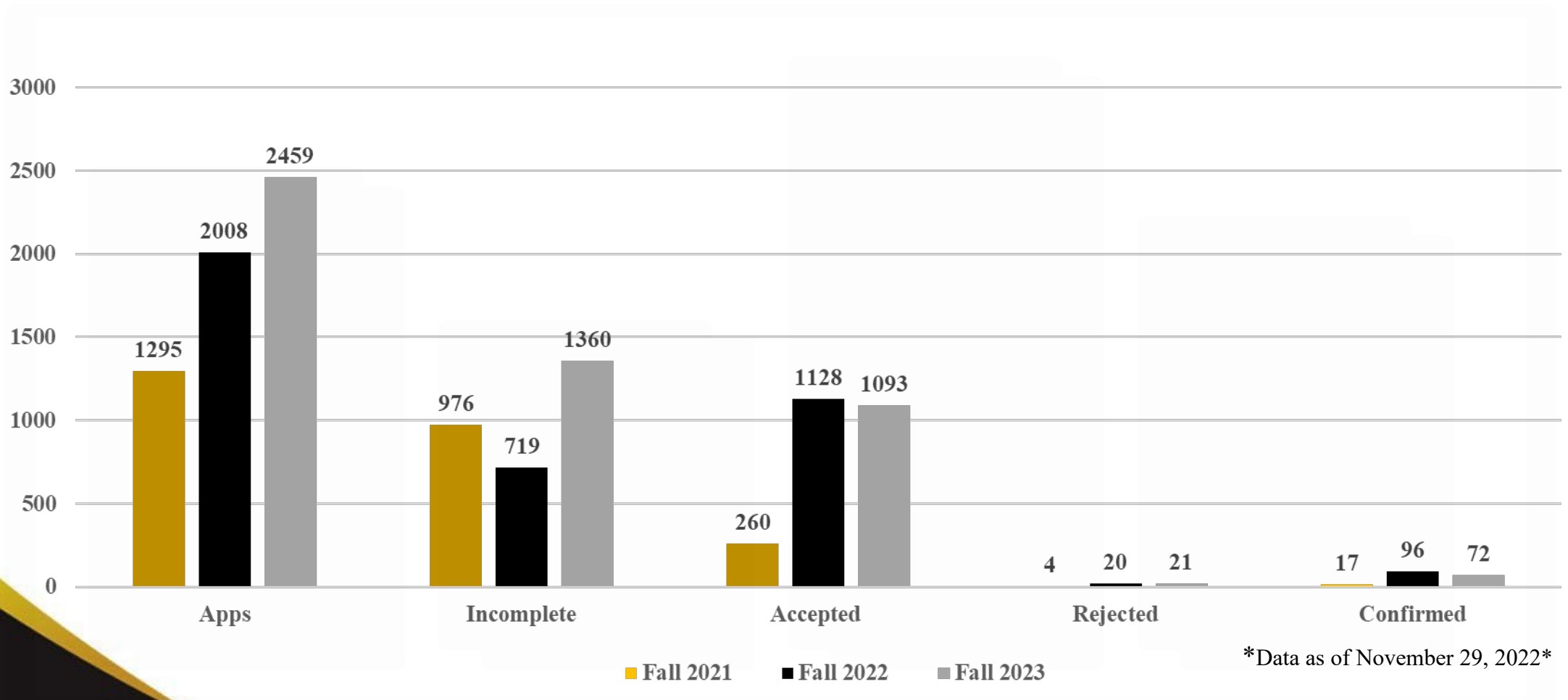
Data as of November 28, 2022

Fall 2023 Admissions Progression Chart

Undergraduate New Students							
Type	Goal	Applications	Incomplete	Admitted	Rejections	Confirmed	% of Goal*
Freshmen	450	2459	1360	1086	21	71	16%
Transfer	150	29	22	7	0	1	1%
UG Total	600	2488	1382	1093	21	72	12%

Data as of November 28, 2022

Fall Three-Year Comparison



Enrollment Strategies and Partnerships

- Online/Graduate School Marketing
- Graduate Program Enrollment Growth
- International Student Recruitment
- Slate Integration
- Retention: Designated Chief Retention Officer
- EMSS Advisory Board
- “Come Home to State” Campaign (Stop Outs)
- Commuter Student Engagement

Enrollment Goals

- 1356 Returning Students
- 500 New Freshmen/Transfer
- 250 Readmits
- 100 Graduate Students
- Total 2206

Questions

WV SU

ATHLETICS

Board of Governors Meeting
Nate Burton
December 2022

Fall Recap & Winter Sports

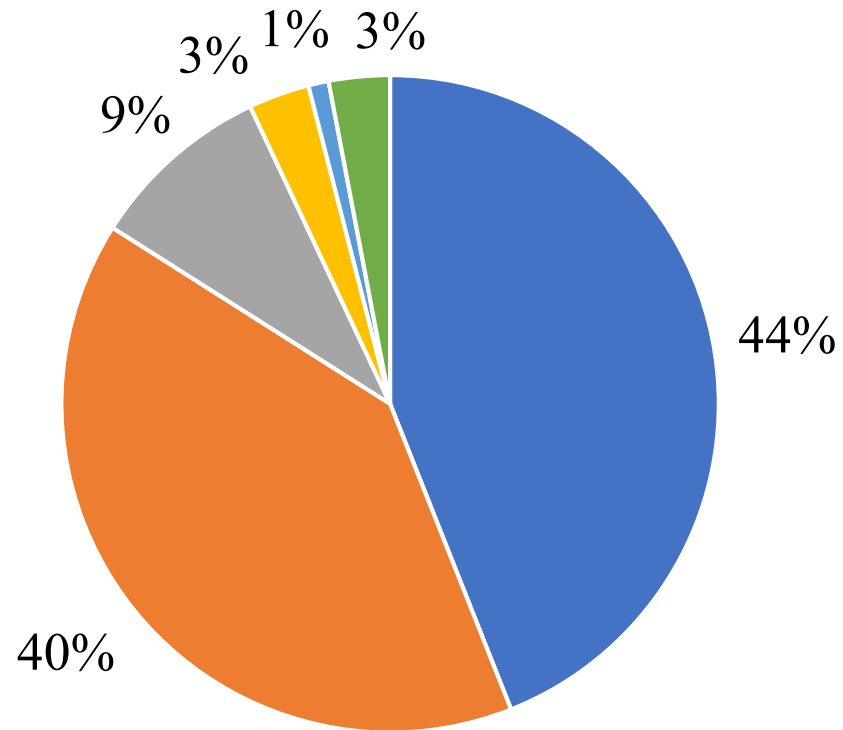
- Football
 - Finished 7-4
- Volleyball
 - Finished 25-6 and 9th in Atlantic Region
- Women's Soccer
 - Won South Division Regular Season Championship
 - First NCAA Tournament appearance
 - First NCAA Tournament win
- Men's and Women's Basketball

Number of Student-Athletes 2022-23

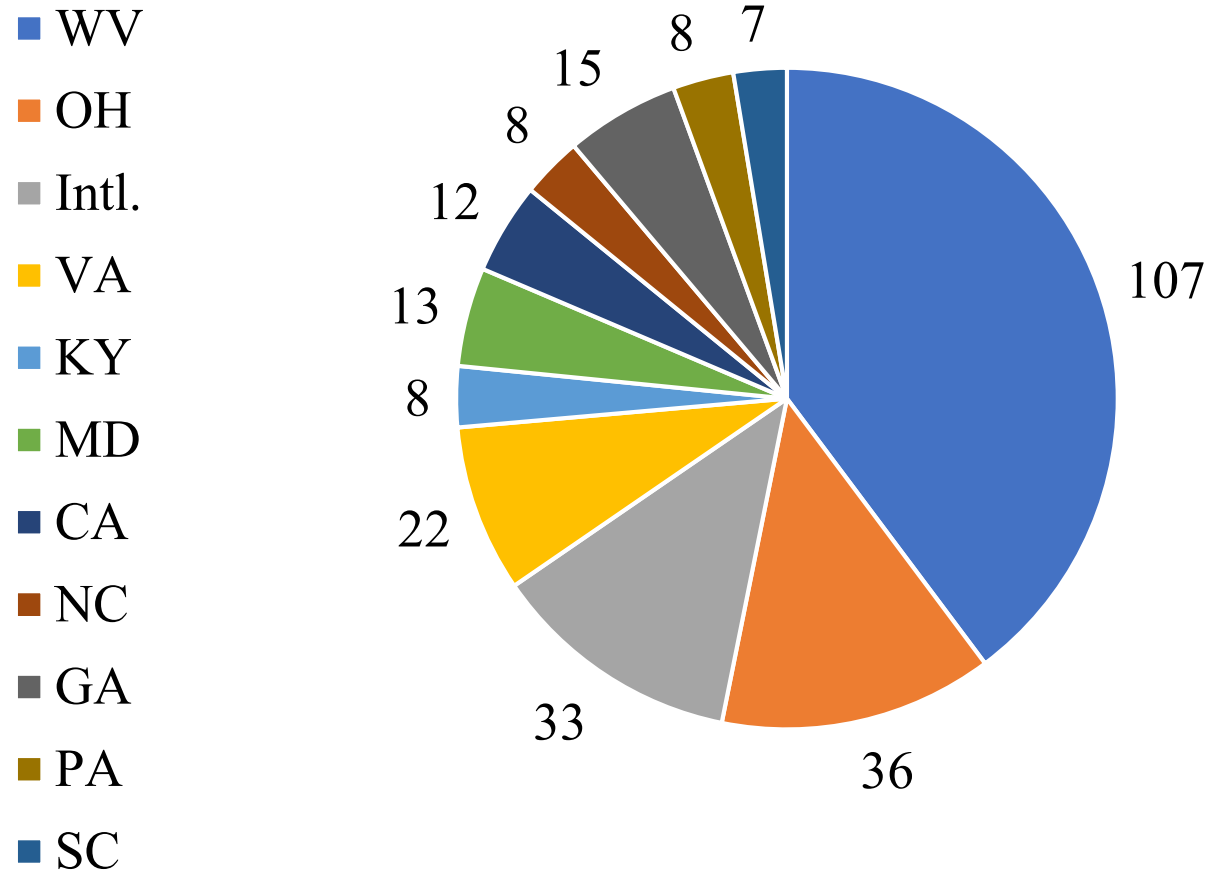
Sport	Number
Acrobatics & Tumbling	6
Baseball	43
Football	108
Golf	10
Men's Tennis	15
Men's Tennis	8
Soccer	41
Softball	20
Volleyball	26
Women's Basketball	17
Women's Tennis	8
Total	302

Demographics

- White
- Black
- Non-Resident Alien
- Two or More Races
- Asian
- Hispanic



Where Our Student-Athletes Come From



Athletic Aid

Sport	Minimum Amount
Baseball	\$236,500
Football	\$1,105,372
Men's Basketball	\$326,000
Men's Golf	\$36,200
Men's Tennis	\$61,400
Women's Basketball	\$254,714
Acrobatics & Tumbling	\$32,000
Women's Soccer	\$220,986
Women's Softball	\$133,000
Women's Tennis	\$145,725
Women's Volleyball	\$137,408
Total	\$2,502,984

Athletic Aid

Sport	No Money	Partial Aid	\$15,000+
Football	21	67	22
Baseball	17	27	3
Women's Soccer	21	11	5
Men's Basketball	6	0	12
Volleyball	3	20	3
Women's Basketball	0	7	9
Softball	0	18	2
Women's Tennis	0	1	6
Men's Tennis	1	7	1
Acrobatics and Tumbling	0	6	0
Men's Golf	0	6	0
Total	69	170	63

Questions



**Board of Governors
FULL BOARD**
Erickson Alumni Center – Grand Hall
<https://us06web.zoom.us/j/86889901739>
Meeting ID: 868 8990 1739
Friday, December 9, 2022
9:00 am

AGENDA

- | | |
|--|-------------------|
| I. Call to Order | Mark Kelley |
| II. Roll Call | Crystal Walker |
| III. Verification of Appropriate Notice of Public Meeting | Mark Kelley |
| IV. Approval of October 27, 2022, Meeting Minutes (<i>Action Required</i>) | Mark Kelley |
| V. Report from the President | Ericke S. Cage |
| VI. Resolution for the relocation and re-internment of the Brown Cemetery to the Cabell Cemetery located on campus (<i>Action Required</i>) | Patricia Schumann |
| VII. Possible Executive Session under the Authority of West Virginia Code §6-9A-4 to Discuss Legal, Personnel and Property Matters (<i>Action Required</i>) | Mark Kelley |
| VIII. Adjournment | |

**Board of Governors
West Virginia State University
FULL BOARD**

Date/Time: 12/9/2022 -- 9:00 AM

Location:

Erickson Alumni Center - Grand Hall

Join via Zoom @

<https://us06web.zoom.us/j/86889901739>

Purpose: To conduct regular business of the board.

Notes:

Meeting was approved : 11/30/2022 3:28:56 PM

Meeting Minutes
West Virginia State University Board of Governors
Full Board
Erickson Alumni Center, Grand Hall
October 27, 2022
9:00 a.m.

I. Call to Order

Mr. Kelley called the meeting to order at 12:00 p.m.

II. Roll Call

The clerk called the roll. Members present were Mr. Davis, Dr. Jackson, Mr. Jones, Mr. Kelley, Mrs. McKibben, Dr. Pietruszynski, Mr. Payne, Mrs. Pitchford, Mr. Raines and Mr. Shepherd. Mr. Flores and Mr. Gray were absent.

III. Verification of Appropriate Notice of Public Meeting

Mr. Kelley verified the Appropriate Notice of Public Meeting.

IV. Approval of Meeting Minutes

Mr. Kelley asked for a motion to approve the minutes from the September 8, 2022 and October 4, 2022 meetings. Mrs. McKibben so moved, and Mrs. Pitchford seconded the motion. The motion carried.

V. Report from the President

President Cage provided a report to the Board that included Homecoming highlights, new initiatives, strategic planning, and future goals for the University.

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

Mr. Jones 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. McKibben seconded the motion, and the motion carried.

Mrs. Pitchford motioned to arise from the executive session and reconvene into the regular session, and Dr. Jackson seconded the motion. The motion carried. Mr. Kelley 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.

VII. Adjournment

With there being no further business, the meeting adjourned at 3:13 p.m.

Respectfully submitted,

Chris Jackson, Secretary

Approved:

Mark Kelley, Chair

RESOLUTIONS
OF
THE WEST VIRGINIA STATE UNIVERSITY BOARD OF GOVERNORS

WHEREAS, West Virginia State University is the title owner and caretaker of the Cabell Family Cemetery interring the remains of Samuel and Mary Barnes Cabell and 24 of their descendants and family members as well as those of J. M. McHenry Jones, the third president of the predecessor of West Virginia State University.

WHEREAS, the Cabell Family Cemetery is irrevocably and entirely dedicated to the interment and peaceful repose of the remains of those persons now interred there.

WHEREAS, Langley Spurlock, of Washington, D.C., and Watson Jennison, of Toronto, Ont., both graduates of the predecessor of West Virginia State University, are the last known and surviving descendants of the Cabell Family through the line of a daughter of Samuel and Mary Barnes Cabell, Eunice Cabell Brown who was married to Zachariah Taylor Brown.

WHEREAS, the Brown Family Cemetery, now located on a one-acre parcel near West Virginia State University, inters the remains of Eunice Cabell Brown, Zachariah Taylor Brown and 16 of her descendants and family members under the current care and at the current cost of Mr. Spurlock.

WHEREAS, Mr. Spurlock and Mr. Jennison, advanced in age, now seek to make lasting and stable arrangements for the future care of the remains of the 18 persons now interred in the Brown Family Cemetery and, accordingly, ask West Virginia State University to consent and agree to the re-location and re-interment of the remains of those 18 persons in the Brown Family Cemetery so long as all of the costs therefor are incurred and borne by Mr. Spurlock or others.

WHEREAS, the Board of Governors of West Virginia State University conclude that the recited requests of Mr. Spurlock and Mr. Jennison are thoroughly in keeping with the purposes for which the Cabell Family Cemetery exists and for which West Virginia State University holds title to and cares for the Cabell Family Cemetery.

WHEREAS, upon the requests of Mr. Spurlock and Mr. Jennison, the Board of Governors of West Virginia State University conclude, upon investigation, that the Cabell Family Cemetery contains sufficient room to inter the remains of the 18 persons now interred in the Brown Family Cemetery.

WHEREAS, the Board of Governors of West Virginia State University desire to consent and agree to the requests of Mr. Spurlock and Mr. Jennison and to grant a license to them for the purposes so recited.

NOW, THEREFORE, in consideration of the foregoing:

BE IT RESOLVED that West Virginia State University, a public body, be and it hereby is authorized to grant to Langley Spurlock and Watson Jennison, or either of them, and to their

respective representatives, executors or administrators, without charge therefor, the license and right to re-locate and reinter the remains of the 18 persons now interred in the Brown Family Cemetery, at the sole cost and expense of Mr. Spurlock or Mr. Jennison, or their estates, including all of the costs of exhumation, excavation, opening, re-interment, vaults, markers, headstones and other goods and services necessary or reasonably necessary to consummate the same.

BE IT FURTHER RESOLVED, that the Chair and the Secretary of the Board of Governors of West Virginia State University and the President by his offices be and they hereby are authorized to negotiate, execute, sign and deliver any and all agreements, documents or other items and to take all other actions necessary or reasonably necessary to consummate the same.

The foregoing resolutions were adopted at a duly called meeting of the Board of Governors West Virginia State University on the ___ day of December, 2022.

Chair

Secretary

WVSU
FORWARD
A year of purpose and progress.

Ericke S. Cage, J.D., LL.M.
President

DECEMBER 9, 2022



DECEMBER COMMENCEMENT



2022 BY THE NUMBERS

2022 Year to date fundraising
\$4,924,601

AN 88% INCREASE
OVER 2021.

182

CORPORATE/FOUNDATION
PARTNERSHIPS

Between July 1, 2022 and
October 31, 2022 awarded
\$8,645,834
in grants, contracts, and
cooperative agreements.

A 22% increase
over 2021.

\$3,194,994

RAISED THROUGH
PARTNERSHIPS

#**4**
HBCU

#**8**
CRIMINAL JUSTICE
PROGRAM

#**3**
MEIL
PROGRAM

A+
DESIGNATION
FROM THE NATIONAL COUNCIL
ON TEACHER QUALITY

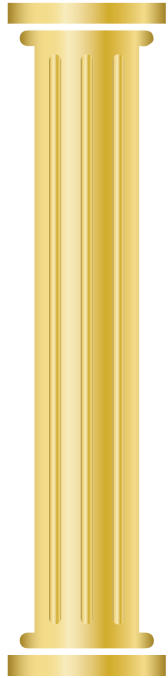
**OUR WORK.
OUR FUTURE.
OUR UNIVERSITY.**



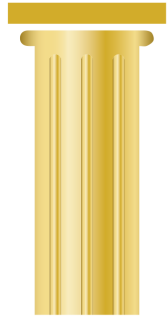
2023-2028 Strategic Plan

2023 THE YEAR AHEAD.

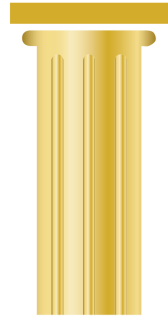
Recruitment,
Retention and
Student Experience



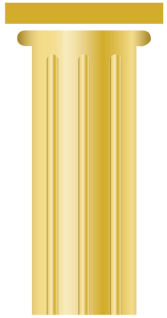
Academic
Excellence, Research
and Innovation



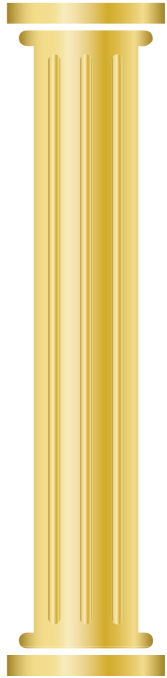
Financial
Sustainability



Operational
Excellence



Community
Engagement and
Partnerships



5 PILLARS

of
FUTURE STATE

STRATEGIC PLANNING MILESTONES ACHIEVED

August 11 — Strategic Planning launched

September 7—Consultant visit and engagement with students, faculty, staff, alumni and community members

September-October—Data gathering from internal & external constituents.

- 16 listening sessions with more than 300 participants
- Survey completed by 167 individuals
- Preliminary SWOT analysis completed

November 7—Data analysis provided by consultant and reviewed by Steering Committee, President and Cabinet

November 18—Five Pillars established. Subcommittees charged to develop goals, objectives and tactics to support each pillar.

STRATEGIC PLANNING TARGET DATES

- **February 28**—Complete first draft of plan. Feedback from President Cage, BOG, and stakeholder groups.
- **April 20**—Final plan to BOG
- **April 20-May 31**—Continue work on unit-level plans
- **June 15**—Final, comprehensive plan to BOG

PROPOSED PILLARS

1. Recruitment, Retention and Student Experience

WVSU seeks to grow its enrollment through the recruitment and retention of students from diverse backgrounds and provides a rich, inclusive campus life and culture of care to support their engagement and success.

Co-Chairs: Dr. Elisha Lewis, Nate Burton

2. Academic Excellence, Research and Innovation

WSVU offers robust academic programs that reflect student interests, life skills, and workforce needs. Academic programs achieve excellence in teaching, scholarship and research leveraging nationally recognized faculty.

Co-Chairs: Dr. Naveed Zaman, Dr. Leighann Davidson

PROPOSED PILLARS

3. Financial Sustainability

WVSU stewards university resources to ensure financial stability and seeks funding from diverse revenue streams to strengthen economic prosperity for the campus and greater community.

Co-Chairs: Justin McAllister, Dr. Ami Smith

4. Operational Excellence

WVSU manages university operations, infrastructure, and business with transparency, integrity, and professionalism to support its mission.

Co-Chairs: Clinton Arnold, Roy Simmons

PROPOSED PILLARS

5. Community Engagement and Partnerships

WVSU communicates effectively to enhance the university's reputation and engages community partners to advance the mission of the university and strengthen the economic development and quality of life in the communities it serves.

Co-Chairs: Trey Jones, Jack Bailey

ROLE OF SUBCOMMITTEES

- Review data from listening sessions, surveys, and other institutional sources
- Establish priorities based on alignment to mission, impact, and attainability
- Develop goals, objectives and tactics that are Attainable, Measurable, Observable, and Sustainable (AMOS)
- Refine Pillar Statements
- Submit draft plan for their respective pillars by January 31, 2023

ROLE OF CONSULTANT

- Guide Strategic Plan Steering Committee in establishing the overall framework, ensuring alignment with best practices and Higher Learning Commission standards
- Facilitate data gathering as requested
- Analyze data from listening sessions and surveys
- Consult with Steering Committee as requested
- Review planning drafts as requested

Consulting Budget: Up to \$21,000, as determined by the Strategic Plan Steering Committee in consultation with Business and Finance

COMMUNICATION

Bi-weekly progress reports emailed to campus community

- Regular updates on strategic plan website at <https://www.wvstateu.edu/about/future-state.aspx>
- Update to campus community during opening week for spring semester
- Opportunities for stakeholder engagement and feedback throughout the process

ACKNOWLEDGMENTS

- Strategic Plan Steering Committee
- Listening Session Participants
- Survey Respondents
- Strategic Plan Consultant: Kaye Monk-Morgan
- President Cage and Senior Leadership Team
- Board of Governors

OUR PATHWAY TO GROWTH.

ENROLLMENT & RETENTION STRATEGIES

RECRUITMENT

- WVSU Global (Rebrand/Marketing of Online Programs)
- Graduate Program Enrollment Growth
- International Student Recruitment
- Common App Integration
- Slate Integration
- Dual Enrollment Program Optimization
- Track and Field and Cross Country
- Acrobatics and Tumbling

RETENTION

- Chief Retention Officer Designated
- EMSS Advisory Board
- Service Excellence Initiative
- Reenrollment/Stop out Campaign
- Commuter Student Engagement

THE GOAL

1356 returning
500 new freshmen/transfer
250 readmits
100 graduate students
Total: **2206**

NEW PROGRAMS

- Educational doctoral program
- New athletic programs
- Downtown Charleston presence
- School of Agriculture and Environmental Sciences
- Cybersecurity Innovation Center
- Capital campaign launching in 2023



LEGISLATIVE PRIORITIES AND ENGAGEMENT

STATE LEVEL

- 100 percent state match for our land-grant programs
- Funding to establish the West Virginia Center for Public Leadership

FEDERAL LEVEL

- Secure support WVSU School of Agriculture and Environmental Sciences



GO STATE!



WEST VIRGINIA STATE
UNIVERSITY

wvstateu.edu

wvoutdoor