

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

**Erickson Alumni Center - Grand Hall**

**<https://us06web.zoom.us/j/81546973462>**

**THURSDAY**

9:00 a.m.	<b>BUSINESS AFFAIRS</b>	
	<b>ENROLLMENT MANAGEMENT AND STUDENT AFFAIRS</b>	
	<b>ACADEMIC AFFAIRS</b>	
	<b>ADVANCEMENT</b>	
	<b>FULL BOARD</b>	
	<b>EXECUTIVE SESSION (IF NECESSARY)</b>	Private link will be sent out



**Board of Governors  
Business Affairs Committee  
Erickson Alumni Center  
<https://us06web.zoom.us/j/81546973462>  
Thursday, October 26, 2023**

**AGENDA**

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- |  |                   |
|--|-------------------|
| <b>I. Call to Order</b>  | Ian Flores        |
| <b>II. Roll Call</b>   | Natasha Tyson     |
| <b>III. Verification of Appropriate Notice of Public Meeting</b> | Ian Flores        |
| <b>IV. Approval of September 7, 2023 Minutes</b>                 | Ian Flores        |
| <b>V. FY 2023 Audit Report by CliftonLarsonAllen LLP</b>         | Daniel Persaud    |
| <b>VI. FY 2024 Financial Update</b>                              | Justin McAllister |
| a. First Quarter Statement of Revenues & Expenses                |                   |
| b. Liquidity Monitoring  |                   |
| c. Accounts Payable  |                   |
| d. Accounts Receivable   |                   |
| <b>VII. WVSU Research &amp; Development Corp</b>                 | Kimberly Duff     |
| a. History   |                   |
| b. Mission and Purpose   |                   |
| c. USDA Funds  | Dr. Ami Smith     |
| d. Title III Funds   | Eric Jackson      |
| <b>VIII. Funding Formula Metrics</b>                             | Justin McAllister |
| <b>IX. Adjournment</b>   |                   |

**Board of Governors**  
***West Virginia State University***  
***Business Affairs***

**Date/Time:** 10/26/2023 -- 9:00 AM

**Location:**

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/81546973462>

Meeting ID: 815 4697 3462

**Purpose:** To conduct regular business of the committee

**Notes:**

**Meeting was accepted : 10/20/2023 8:02:31 AM**

**MEETING MINUTES**  
**West Virginia State University Board of Governors**  
**Business and Finance Committee**  
**Erickson Alumni Center, Grand Hall**  
**Thursday, September 7, 2023**  
**9:00 a.m.**

**I. Call to Order and Roll Call**

Mr. Flores called the meeting to order at 10:08 a.m.

**II. Roll Call**

The clerk called the roll. Members present were Governor Flores, Governor Payne, Governor Kelley, Governor Jones, Governor Saffore, Governor Greenhowe, Governor Jackson, Governor Raines, Governor Goodwin, and Governor Pietruszynski. There was a quorum for this meeting.

**III. Verification of Appropriate Notice of Public Meeting**

Governor Flores verified the Appropriate Notice of a Public Meeting.

**IV. Review and Approval of June 15, 2023 Meeting Minutes**

Governor Saffore motioned for approval of the minutes of the June 15, 2023 meeting. Governor Jackson seconded the motion, and the motion carried.

**V. FY 2023 Year-End Financial Report**

**a. July Statement of Revenue & Expenses**

The university ended FY23 with a total operating revenue of \$40.3 million which is roughly 98% of what was budgeted. The total operating expenses were noted at \$44 million which was approximately 97% of the budget, leaving a total margin for FY23, on a cash basis, of \$5.88 million to the good. As of July 1, 2023, a single general ledger system, WV OASIS, has been used.

**b. Liquidity Monitoring**

The university ended the year with 69 days of cash-on-hand. There was an average of 59 days of cash-on-hand in the month of June. A comparison to what the average of days of cash-on-hand for the past three years reflected that FY23 the average was 38 days, FY22 there was an average of 35.4 days, and in FY21 there were 18.3 average days of cash-on-hand. The goal is to maintain an average of 60 days of cash-on-hand.

**c. Accounts Payable**

The university ended the fiscal year owing \$498,643 all of which was less than 30 days old. There was one large invoice of roughly \$300,000 owed to the former dining service vendor, Thompson Hospitality, however, the payout of that contract has now been paid.



**d. Accounts Receivable**

There was a total of \$3.4 million with roughly \$105,000 in collections. Based on previous discussions, the university restructured the accounts receivable process. The university previously performed a large write-off of old accounts which will reflect where the balance is at now.

**VI. FY 2024 Financial Update**

**a. July Statement of Revenue & Expenses**

In July 2023, there was \$1.59 million in revenue and roughly \$3.47 in expenses. July is routinely one of the driest months during the Summer and there are more expenses due to the startup cost for the beginning of the Fall Semester and faculty payroll.

**b. Liquidity Monitoring**

There were 83 average days of cash-on-hand in the month of July and 67 average days in August. As of August 29, 2023, the university had a total of 61 days of cash-on-hand.

**c. Accounts Payable**

As of August 29, 2023, there is \$253,000 of invoices for the current accounts payables of which \$2,695 was more than 30 days old. There were no payables over 60 days old.

**d. Accounts Receivable**

As of August 29, 2023, the university had a total of \$8.6 million in accounts receivables. There is roughly a \$5 million increase from the end of June. There is currently \$414,000 in collections with \$1 million of pending collections placement that will give a \$1.5 million in collections. Also, the Higher Education Policy Commission renewed its contract with Williams and Fudge for the collections contract. Previously, it has been discussed that the university would look at a different collections agency, if this were to take place, the university would have to put it out for bid and award a contract under the university's name.

An improvement of the collections placement process is continuously being refined.

**VII. Key Initiatives Update**

**a. Dining Services**

The new dining services contract was awarded to Sodexo as of August 2023. There were zero bids submitted when the contract was placed was opened for RFP. The current contract with Sodexo was awarded on an emergency basis with a grand opening on August 10. The Starbucks, We Proudly Serve, café opened on August 28 and the retail location, The Nest, opened on September 5.

With the new contract, the focus is on quality, consistency, and communication with the vendor. There have been a few enhancements to make the dining hall more welcoming. Student engagement has increased in the cafeteria and the students seem happy with the service. There is constant communication with the vendor through the Business and Finance Office and candid feedback is provided. The hours of operations have been extended, a to-go option has been incorporated which is specifically helpful for athletes, and an employee meal plan has been created.

**b. Deferred Maintenance Funding**

The deferred maintenance request to fund ten projects was submitted in June. Such projects consisted of repairs on multiple buildings and in multiple categories, to include HVAC, electrical, elevators, roofing, modernization in several areas, etc. The total funding was \$19,850,000. The submissions are currently under review by HEPC which will make a recommendation to the Governor's Office for funding.

**c. FY 2023 Audit**

Clifton Lawson Allen (CLA) is currently performing the FY23 audit. The pre-audit work was initiated on May 22-26 and CLA will return to campus during the week of September 18. Suttle and Stalnaker has been working with the university on the preparation of the financial statement reports. The final audit report is to be submitted to the State by October 13, 2023, to include the WVSU Foundation, and Research and Development Corporation. Historically, the Foundation has used the Summersville Corporation to perform their 3<sup>rd</sup> party audit. However, Summersville Corp. was bought out by Suttle and Stalnaker this year. Research and Development has hired Suttle and Stalnaker to prepare their financial statements as well. The university is on track to have everything to the State by the deadline.

**VIII. Adjournment**

With there being no other business, Governor Flores moved to adjourn the meeting at 10:56 a.m.

Respectfully Submitted by Natasha Tyson  
Business and Finance Committee Administrative Clerk

Approved by:

Justin McAllister  
Vice President for Business and Finance  
Business and Finance Administrator

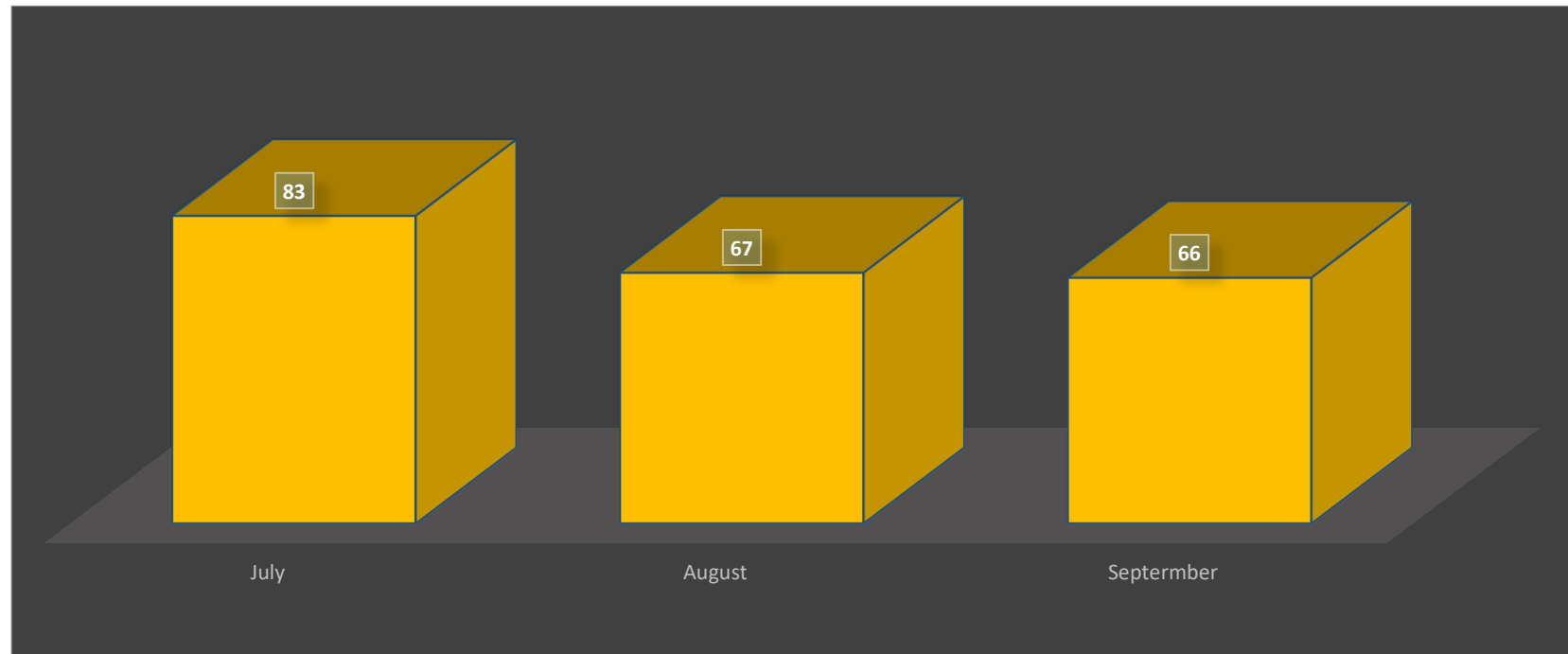
# Business & Finance

Board of Governors  
Justin T. McAllister  
October 26, 2023

# First Quarter Revenues and Expenditures

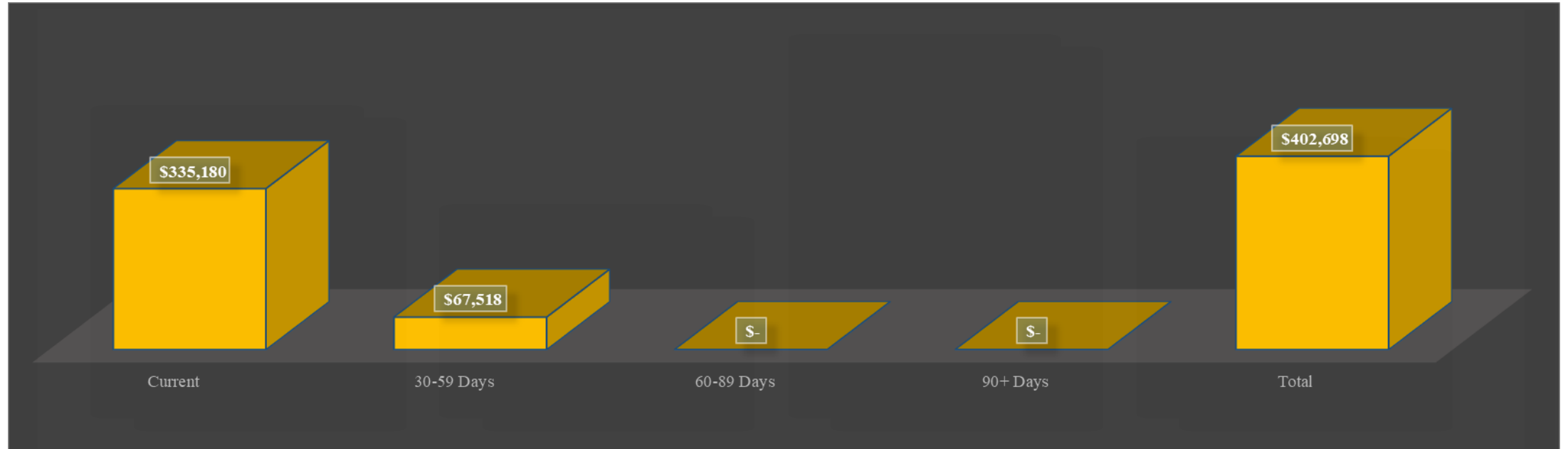
	Actuals	Budget	Utilized
Total Operating Revenues	9,520,460	44,860,503	21%
Total Operating Expenditures	8,856,532	44,565,346	20%
Total Margin	\$ 663,928	\$ 295,157	

# Liquidity Monitoring



Days of Cash on Hand as of October 13<sup>th</sup>:  
95 days.

# Accounts Payable Schedule

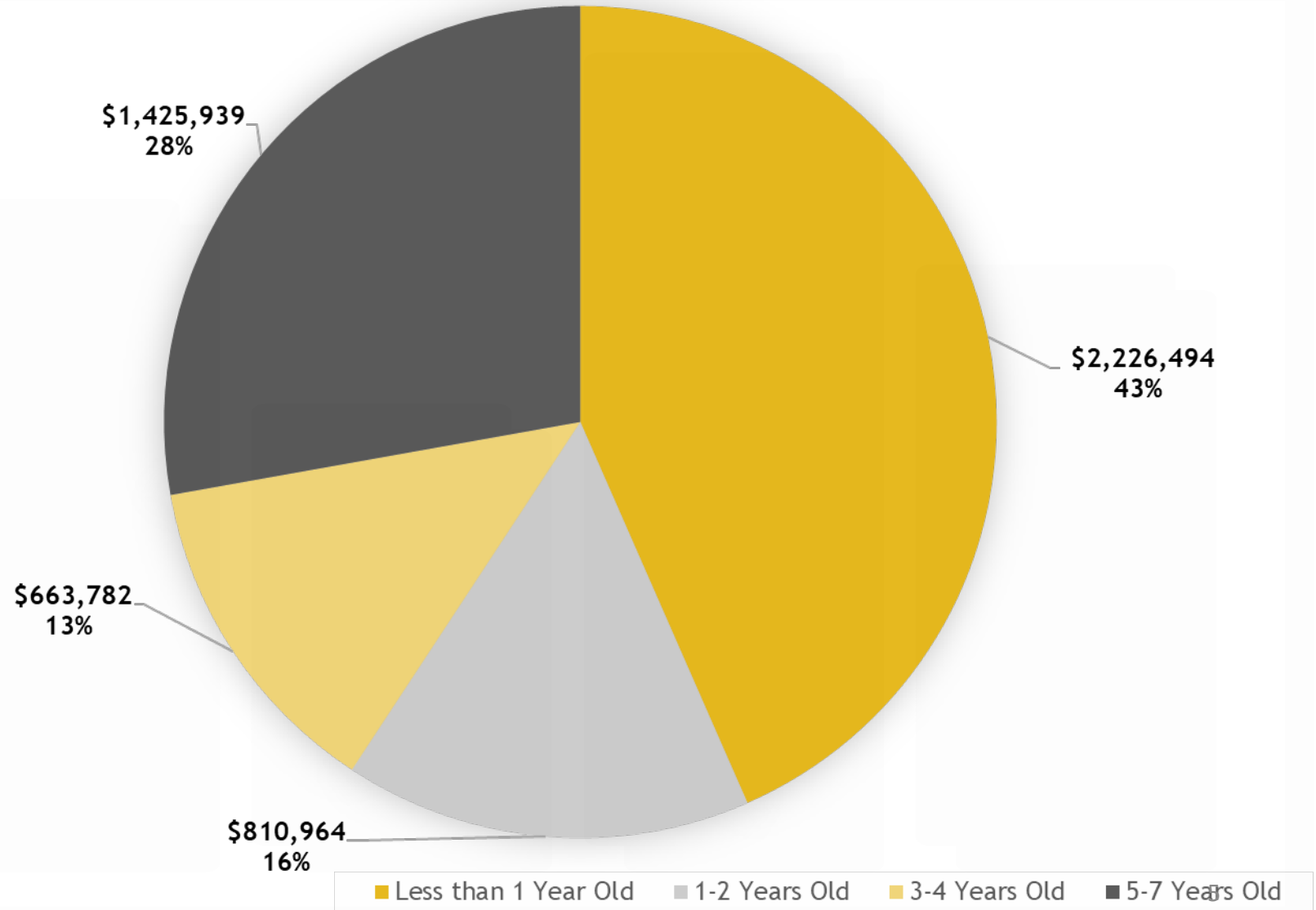


# Accounts Receivable Schedule

Total A/R:  
\$5,127,179

Total A/R In Collections:  
\$414,369.56

Pending Collections Placement:  
\$1,016,162.91



# Deferred Maintenance Grants

Projects Submitted for Deferred Maintenance Grant Applications: 10

Total Request: \$19,850,000

Projects Funded for Deferred Maintenance Grant Applications: : 7

Total Request Funded: \$11,800,000

An additional \$2,000,000 is set aside for project cost overrun.



# Funding Formula Outcomes-Based Appropriation

	<b>Benchmark Year (y0)</b>	<b>Outcomes Based Funding with Hold Harmless and Inflation Adjustment</b>
Total Appropriation	\$ 11,380,098	\$ 12,087,914
Base Operating Budget	\$ 7,966,069	\$ 8,607,990
Outcome-Based Appropriation	\$ 3,414,029	\$ 3,479,924

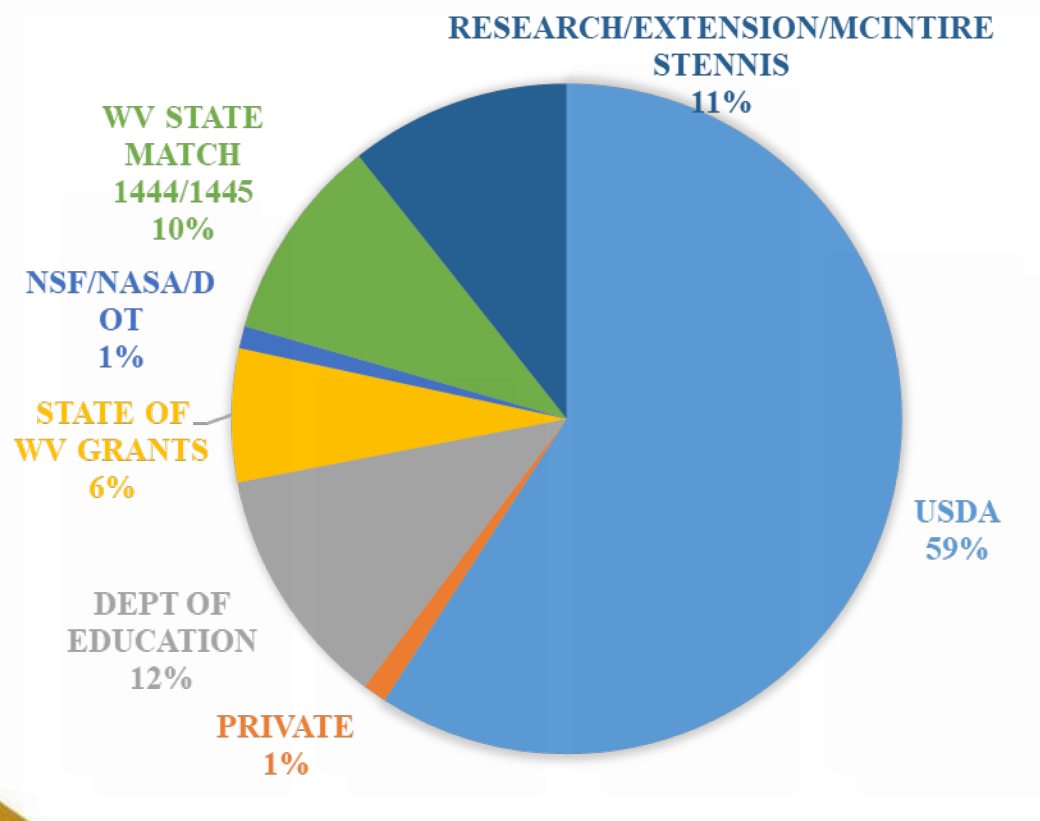
# WVSU Research & Development Corporation

Kimberly Duff  
Executive Director

# WVSU R&D BOARD OF DIRECTORS

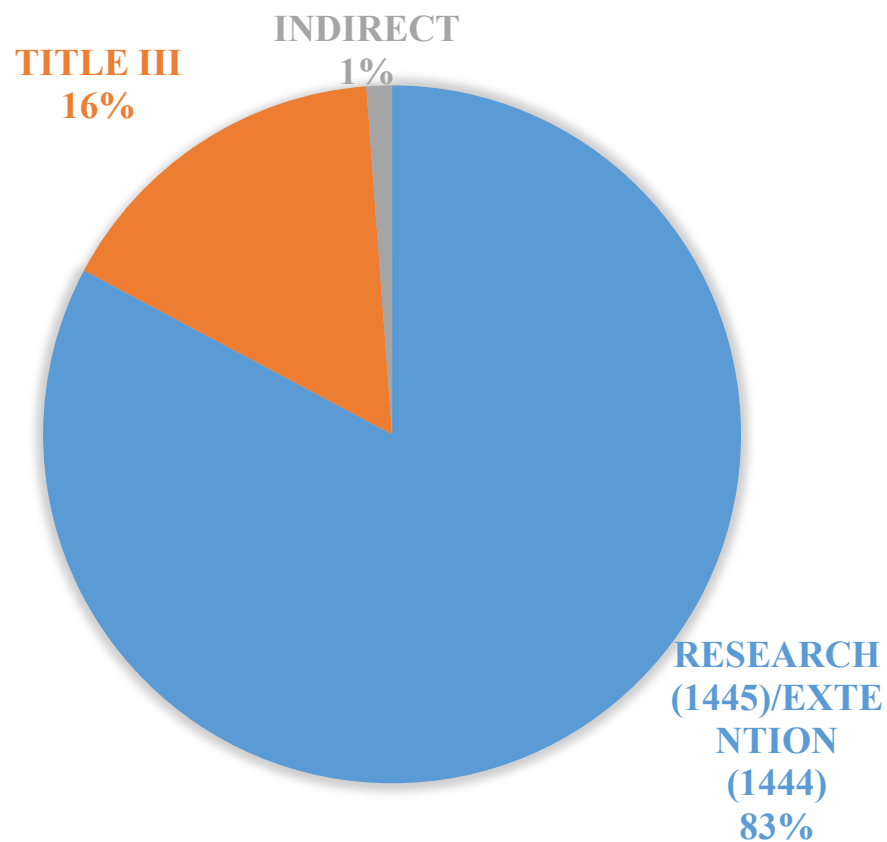
- Dr. R. Charles Byers – Chair
- Dr. Ami Smith – Co-Chair
- Mr. Ericke Cage – WVSU President
- Mrs. Kimberly Duff – Executive Director/Director B&F
- Mr. Justin McAllister – Treasurer/WVSU SVP and CFO
- Dr. Michael Harris – Secretary/WVSU Director RBA
- Dr. Paige Carney – Cabinet Representative (Provost and Academic Affairs)
- Dr. Sean Collins – Faculty Representative
- Dr. John L. Fuller – Alumni Representative
- Ms. Desirae Ledesma – Undergraduate Student Representative
- Mr. William Lipscomb – Community Representative
- Ms. Grazielle Preterotto – Graduate Student Representative
- Mr. Ben Sullivan – Business/Corporate Representative
- Dr. Robert Wallace – WVSU Dean, College of Arts and Humanities

# CURRENT GRANTS BY AWARDING AGENCY



USDA	\$26,052,089
RESEARCH/EXTENSION/MS	\$ 4,693,429
WV STATE MATCH	\$ 4,350,192
NSF/NASA/DOT	\$ 474,711
STATE OF WV GRANTS	\$ 2,831,532
DEPT OF EDUCATION	\$ 5,140,681
PRIVATE	\$ 501,612
TOTAL GRANT PORTFOLIO	\$43,974,245

# Payroll Costs



FY 2023

Total Expenses	\$12,554,887
Salaries & Benefits	\$ 6,757,137

# Overview of Operations

- The Business Operations of the Corporation are funded by indirect funds mostly generated from the Research and Extension grants.
- Currently we see an approximate \$500,000 in indirect funds per Fiscal year.
- The business office operates on 40% of the indirect funds of which nearly 60% is used for salaries that cannot be charged directly to the grants.
- Indirect funds are used for approximately 1% of overall payroll costs.

# Agricultural Research and Extension Funding

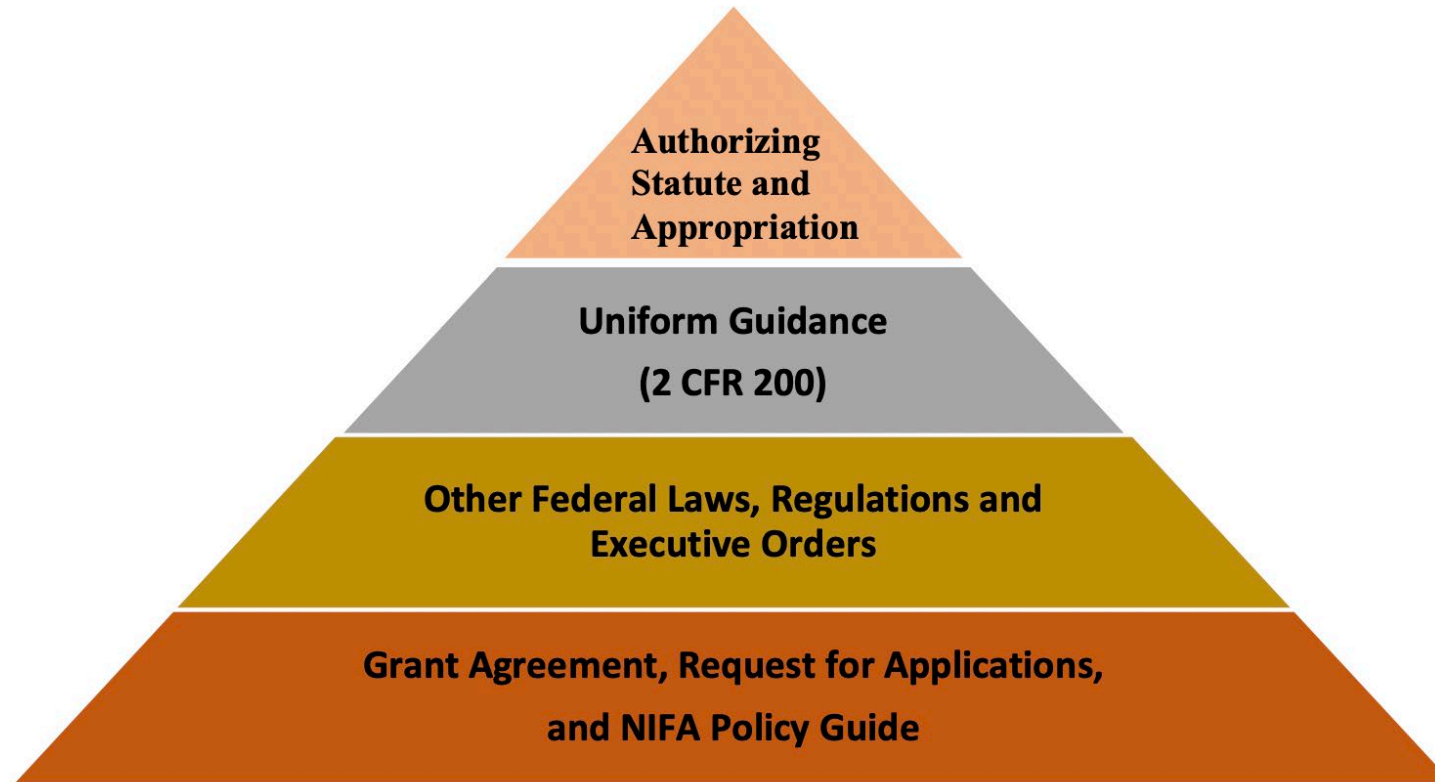
Ami M. Smith, Ph.D.  
Vice President

# Capacity and Formula Grants (Federal)

Grant	FY 23 Allocations	# of Staff Supported
1444 (1890 Extension)	\$2,099,639	~30
1445 (Evans-Allen Research)	\$2,445,307	22
1447 (1890 Facilities)	\$ 882,073	0 (salaries are unallowable)
Expanded Food and Nutrition (EFNEP)	\$ 114,051	2
McIntire-Stennis Forestry Research	\$ 148,483	2
Land-Grant State Match	\$4,350,192 *	50+ *



# Overview of NIFA Grant Award Administrative and Fiscal Requirements for 1890 Land-Grant Colleges and Universities



# State Match Compliance

1. Required for 1890 Research and Extension and McIntire-Stennis program funding.
2. Waivers **MUST** be requested and approved annually.
3. Waiver requests must provide **CURRENT DOCUMENTATION** (within past two years **ONLY**) demonstrating that they meet one of the following criteria:
  - Natural disaster, flood, fire, tornado, hurricane, or drought
  - State and/or institution facing financial crisis
  - Demonstration of a good faith effort to obtain funds.
4. Matching funds **MUST** be:
  - (1) expended on activities/costs that would be **ALLOWABLE** under the grant;
  - (2) identified and tracked in your Institutions accounting system;
  - (3) be supported by documentation, the same as your grant funds, illustrating that the costs are necessary, reasonable, and allocable to the grant.

# USDA NIFA Priority Areas

- Environmental Systems and Climate Change
- Economic Prosperity through Bio-Based Innovation
- Education and Equity in Agricultural Sciences
- Human Sciences (family and community well being)
- Food Safety
- Human Nutrition and Nutritional Security
- Sustainable Agricultural Production Systems
- 4H Youth Development

# State Defined Critical Issues

- Climate Change and Natural Resource Management
- Community Revitalization
- Food Access/Security/Safety; Sustainable Agriculture
- Health Disparities
- Innovation and Entrepreneurship
- Strengthening Youth and Families

# Title III Programs

Board of Governors Meeting  
Eric L. Jackson

# Current Grant Programs

- Title III Part B – Strengthening HBCUs Program
- FUTURE Act – Fostering Undergraduate talent by Unlocking Resources for Education Act
- Title VII HBCU Masters Program

# Purpose

Title III Part B, Strengthening Historically Black Colleges and Universities Program. Title III-B authorizes the Strengthening Historically Black Colleges and Universities (HBCUs) program award grants to eligible institutions to assist them in strengthening their academic, administrative, and fiscal capabilities.

# Title III Part B Activities

1. Educational Endowment Enhancement
  - Endowment and Advancement
2. Enhancement Campus Information Technology and Resources
  - Library Resource
  - Technology Infrastructure
  - Computer Replacement programs
  - Print Shop
3. Student Success Academic Enhancement
  - Retention and Student Success
  - Collegiate Support/Counseling Service
  - Tutors
4. Strengthening Faculty and Staff Development
  - Faculty Development
  - PEER – Promoting Excellence in Education through Research
  - Teacher Education
5. Enhance Campus Infrastructure Improvements and Acquisitions
  - Equipment Service Agreements
  - New Equipment
  - Software
  - Scientific Literature Database



# FUTURE Act Activities

## 1. Enhancing Academic Excellence

- Nursing Program
- Cybersecurity
- Engineering
- Economic Development
- SURE Program – Summer Undergraduate Research Experience
- Undergraduate Research Rookies

## 2. Institutional Assessment, Effectiveness and Research Enhancement

# HBCU Masters Activities

## 1. Producing Masters in STEM/STEAM

- Biotechnology and Computer Science
  - Stipends
  - Tuition + Fees
  - Research Supplies
  - Travel Support

# Questions



**Board of Governors  
Enrollment Management and Student Affairs  
Erickson Alumni Center  
<https://us06web.zoom.us/j/81546973462>  
October 26, 2023**

**AGENDA**

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- |   |                              |
|---|------------------------------|
| <b>I. Call to Order</b>   | Tracy McKibben               |
| <b>II. Roll Call</b>  | Lauren Waugh                 |
| <b>III. Verification of Appropriate Notice of Public Meeting</b>  | Tracy McKibben               |
| <b>IV. Approval of September 7, 2023 Minutes (<i>Action Required</i>)</b>   | Tracy McKibben               |
| <b>V. EMSA Strategy</b>   | Chris Jackson/Quintin Joseph |
| <ul style="list-style-type: none"><li>• Undergraduate New Student Goals</li><li>• Fall and Spring 3-Year Comparison</li><li>• Registered Student Timeline Comparison</li><li>• Recruitment Strategies</li><li>• Enhanced Student Experience</li></ul> |                              |
| <b>VI. EMSA Highlights</b>  | Chris Jackson                |
| <b>VII. Adjournment</b>   |                              |

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

**Date/Time:** 10/26/2023 -- 9:00 AM

**Location:**

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/81546973462>

Meeting ID: 815 4697 3462

**Purpose:** To conduct regular business of the committee

**Notes:**

**Meeting was accepted : 10/20/2023 8:03:53 AM**

**MEETING MINUTES**  
**West Virginia State University Board of Governors**  
**Enrollment Management Committee**  
**Erickson Alumni Center**  
**Thursday, September 7, 2023**  
**9:00 a.m.**

**I. Call to Order and Roll Call**

Governor Jackson called the meeting to order at 9:06 a.m.

**II. Administrative Clerk (Natasha Tyson) called the roll.**

Members in attendance were Governor Kelley, Governor Jackson, Governor Saffore, Governor Raines, Governor Jones, Governor Flores, Governor Greenhowe, Governor Payne, Governor Goodwin, and Governor Pietruszynski.

Members not in attendance were Governor McKibben

**III. Verification of Appropriate Notice of Public Meeting**

Governor Jackson verified the Appropriate Notice of Public Meeting.

**IV. Approval of June 15, 2023 Minutes**

Governor Jackson entertained a motion to approve minutes from the June 15, 2023 meeting. Governor Greenhowe made a motion to approve; the motion was seconded by Governor Saffore. Motion carried.

**V. Total Enrollment Comparison**

The drop-add period numbers reflected in this report will not be finalized until September 15 as financial drops and reinstatements are currently being processed, therefore the following numbers may reflect a slight increase in both, first-time students and returning students. There is a drop-off in first-time, both, full-time transfer students and an increase in part-time transfer students. In comparison over the last several years, the numbers reflected are from the last day of the drop-add period based on the enrollment during that time period. There has been an increase in first-time freshman, with a drop-off of Returning students between FY21-FY22 of which the university has regained some of those students. The transfer student numbers have decreased and during FY21-FY22, there was a drop-off of readmits and the university has regained a few of those students with the readmit efforts.

**VI. EMSA Highlights**

Sodexo, the new Dining Service vendor, has reported an increase in the average meals per mealtime. Previously, the average meals being served were reported at 200-250 with the current average set at 300-450 meals served depending on the day of the week with breakfast and lunchtime being the most heavily utilized mealtimes reported. There is positive antidotal feedback from the change in vendor and an improvement in customer service.

The outdoor basketball court has been constructed. The asphalt has been laid, goals have been put up, and the sport court is forthcoming.

Housing occupancy has increased this semester. Currently, there are only twelve beds available in Dawson Hall which is a 50% increase. Max occupancy is being reconsidered for Dawson Hall based on the square footage of the rooms as they are somewhat small on average. Keith Hall has

one available bed due to a student departure within the past week, however, there is an 8% increase in occupancy in Keith Hall. There are 57 occupied beds in Sullivan Hall, a 100% increase in occupancy for this residential hall due to it being offline prior to this semester.

Moving forward, there will be a focus on strategies to explore partnerships to recruit international students from Uzbekistan of which there are five students currently enrolled this semester. The university has renewed its Common App membership agreement which resulted in nearly 1400 applications last year. Also, the Common Black College Application Membership agreement has been renewed and approximately 500 applications were received through this process. Ongoing conversations with the Alumni Association and Chicago Scholars to create an MOU to put the university in front of 500 students in the Chicago area with a 3.6 GPA or above; this would be a one-year, no-cost partnership. The base lever partnership with the Chicago Scholars is \$750 and only one student would need to enroll in order for this to be cost effective. The department of EMSA has engaged in a successful “Closing the Deal” initiative with the Alumni Association where they will contact the students from their area. The university is in the process of transitioning into a new scholarship platform that would eliminate the need for students to fill out an additional application for most of the Foundation scholarships. In creating this procedure, students will be automatically matched to a scholarship and this will streamline the process for the Foundation, Financial Aid Office, and the student. As for the Presidential and 1890 scholarships, an additional application would still need to be completed.

Residents Life will engage with campus partners to better streamline the housing application and room assignment process. Such partners will consist of those that enroll 1890 students, athletics, and affinity groups of that nature. There will be a push for an earlier application period for both, new and returning students. There will also be a housing deposit for returning to confirm their intent to return.

President Cage addressed the Board regarding student retention and the demand for student housing. It is in the university’s best interest to retain as many students as possible. There will be efforts to assist students with financial issues by using institutional resources to help the students stay in school and to save as many students as possible. With respect to housing, the demand for on-campus housing was up significantly. There were modifications to Sullivan to accommodate the increase in demand. To continue the focus on growing enrollment, the university will need to have tough conversations about campus housing demands going forward. Does this mean the university will invest money into truly renovating Sullivan Hall or find a private partnership with a developer to build housing on campus – those are a few things that will be discussed with the team throughout the year to make sure the university is prepared.

## **VII. Adjournment**

With there being no further business, Governor Jackson adjourned the meeting at 9:29 a.m.

Approved by:

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

Respectfully submitted by: Natasha Tyson *on behalf of Lauren Waugh*  
Business and Finance Administrative Clerk

# Office of Undergraduate Admissions and Recruitment



Board of Governors  
Quintin Joseph  
October 16, 2023



# Framework

- Enrollment Overview:
  - Fall & Spring 2024 Progression Chart
  - Fall & Spring Three-Year Comparison
  - Recruitment Strategies



# Spring 2024 Admissions Progression Chart

Undergraduate New Students							
Type	Goal	Applications	Incomplete	Admitted	Rejections	Confirmed	% of Goal*
Freshmen	45	199	97	102	0	35	78%
Transfer	75	85	49	36	0	21	25%
UG Total	120	284	146	138	0	56	47%

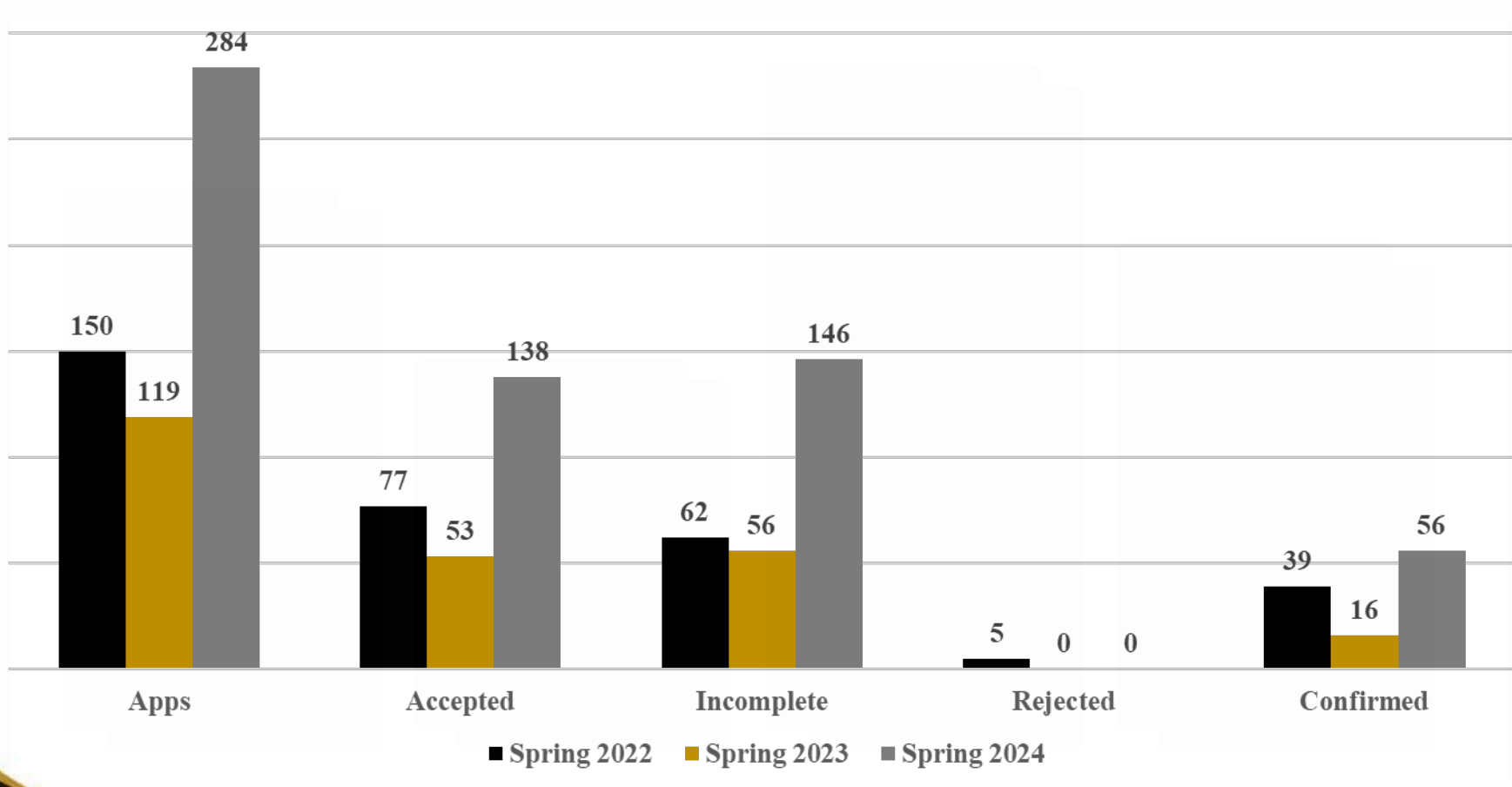
\*Data as of October 12, 2023\*  
International Not Included.

# Fall 2024 Admissions Progression Chart

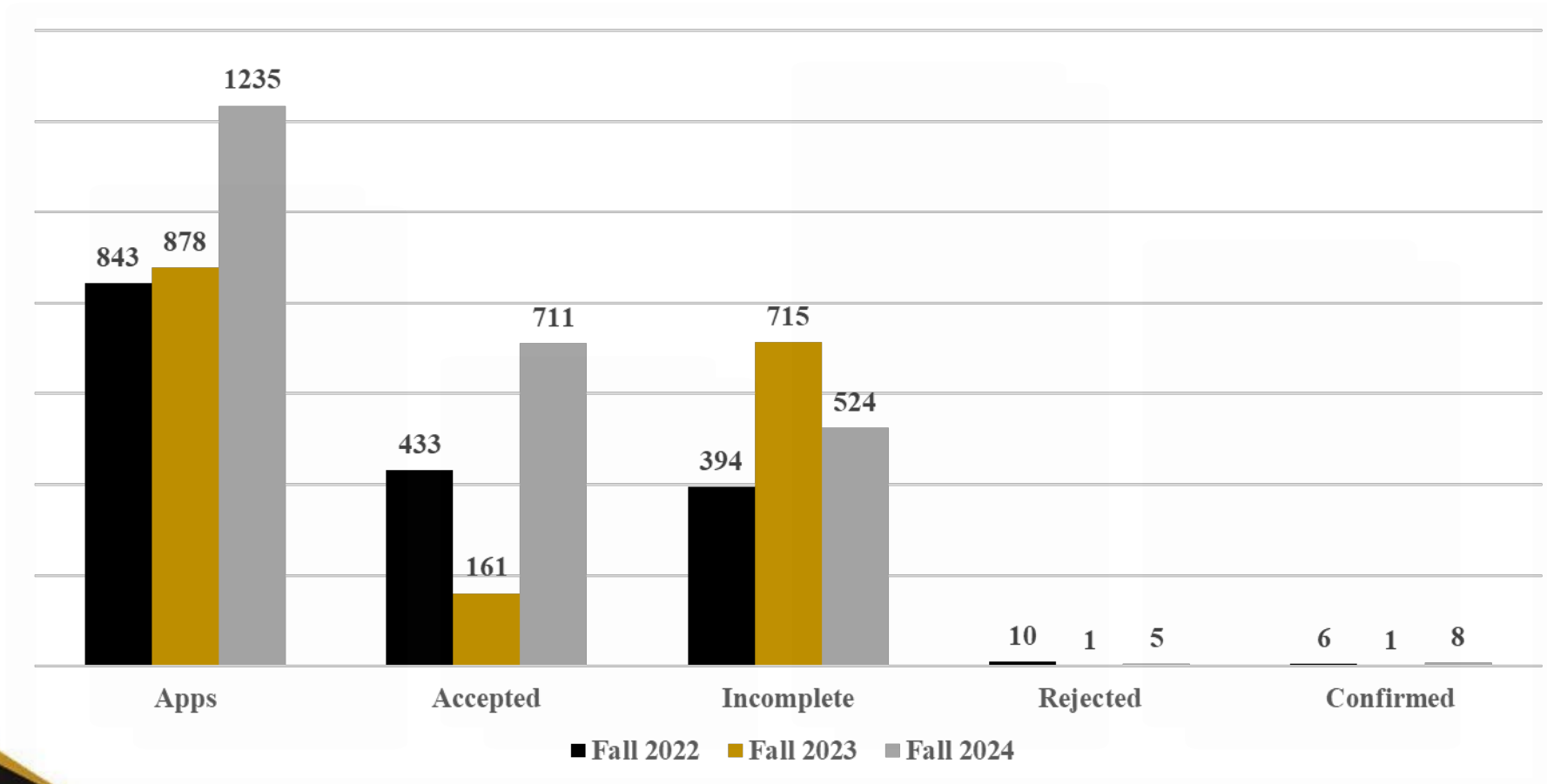
Undergraduate New Students							
Type	Goal	Applications	Incomplete	Admitted	Rejections	Confirmed	% of Goal*
Freshmen	450	1164	669	490	5	4	1%
Transfer	150	71	45	26	0	4	3%
UG Total	600	1235	714	516	5	8	2%

\*Data as of October 12, 2023\*

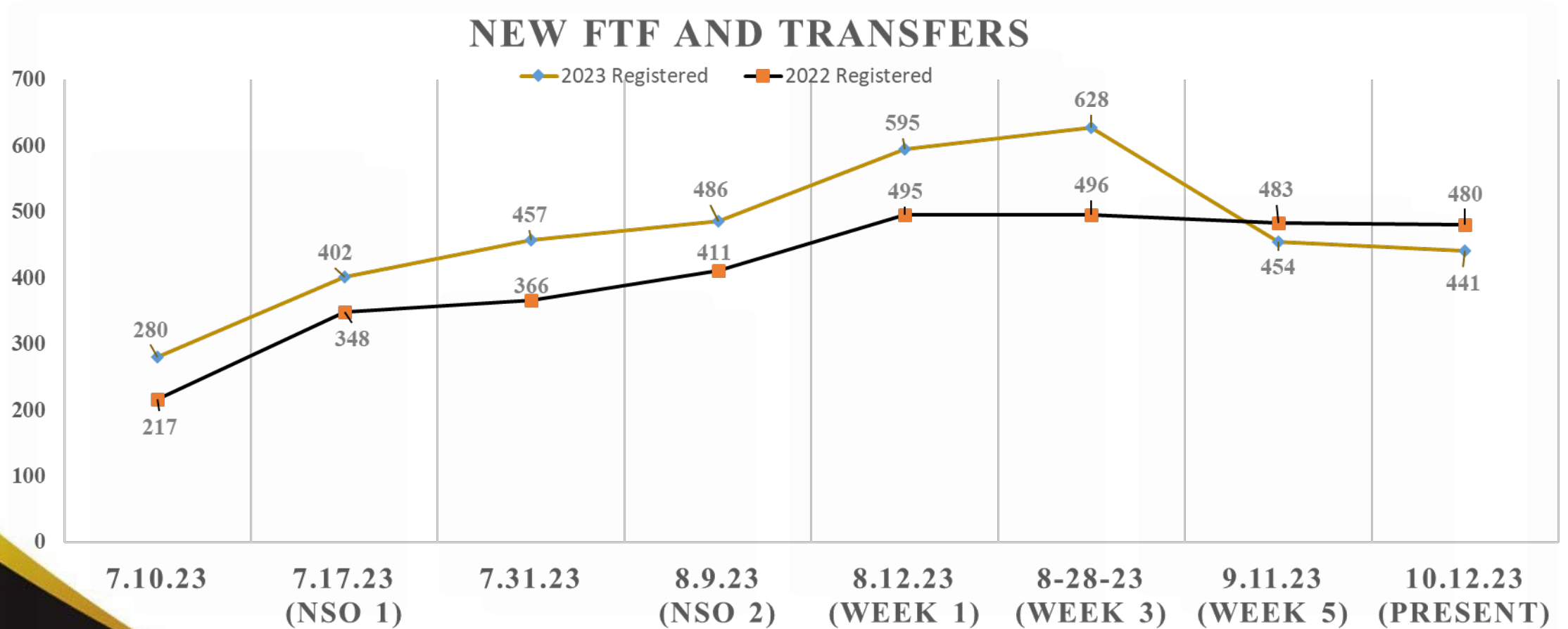
# Spring Three-Year Comparison



# Fall Three-Year Comparison



# Registered Student Timeline



# Recruitment Strategies



Increase  
Engagement

Institution  
Collaboration

Enhance  
Student  
Experience



# Increase Engagement

Communication Plans



Increase Counselor Relationships



Increase Local High School Presence

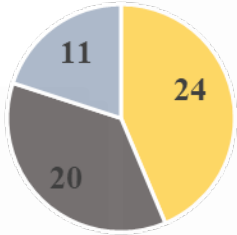


Continue Working Pipelines

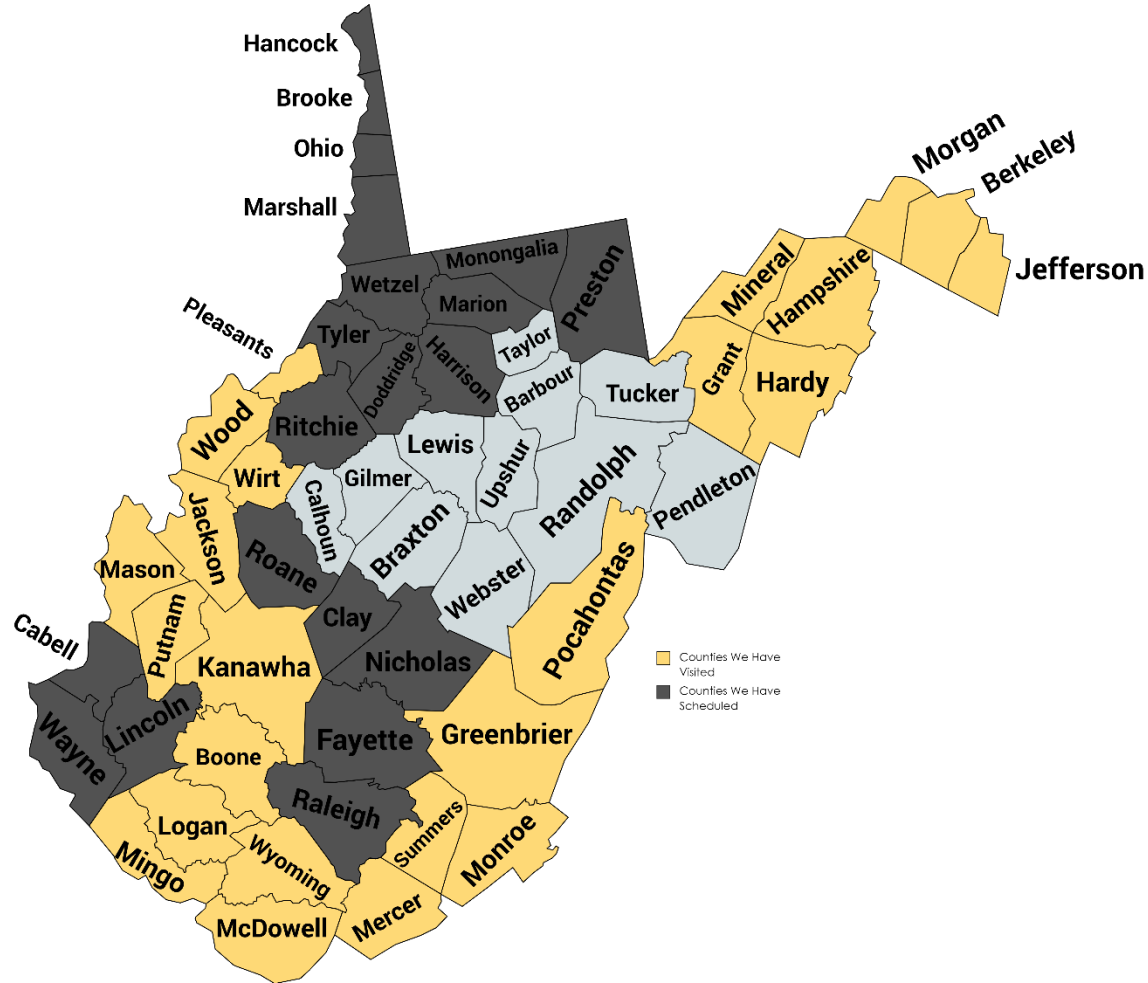


# Increase Engagement

## County Recruitment



■ Visted ■ Scheduled Visit ■ Not Scheduled



Created with mapchart.net



# Recruitment Efforts

Tuesday, October 24

Cameron High School/ Marshall County



Wednesday, October 25

Wheeling Area Schools: John Marshall, Wheeling Park, Central Catholic, Belmont (OH)



Thursday, October 26

Brooke and Hancock County: Brooke, Madonna, Oak Glen, Weir

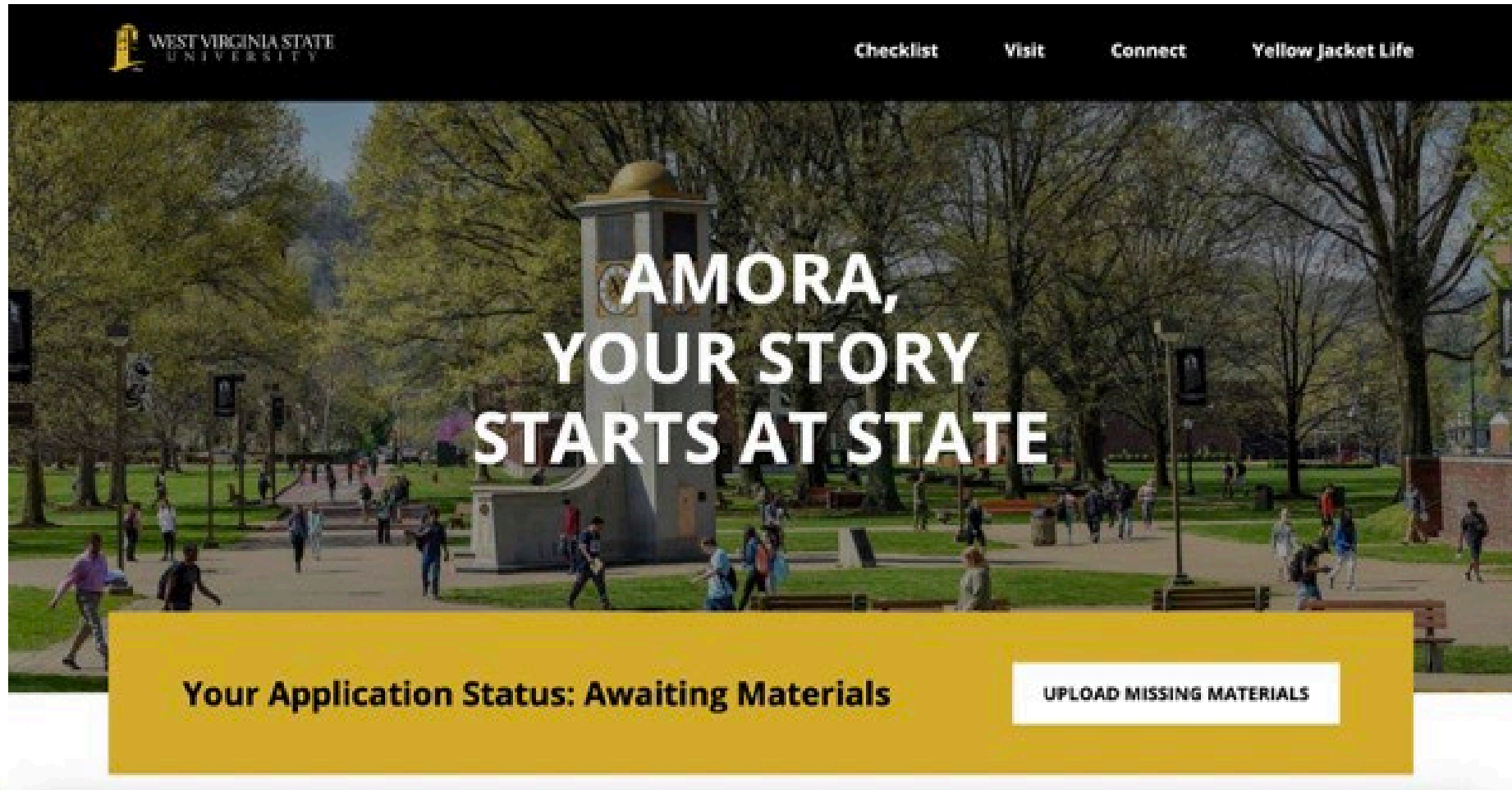


Friday, October 27

Wetzel County Schools: Hundred, Magnolia, Paden City, Valley,



# Enhance Student Experience



# Enhance Student Experience

Your Application Status: Awaiting Materials

UPLOAD MISSING MATERIALS

THINGS TO DO NOW

Admissions Checklist

Status	Details	Date
Awaiting	Transcript for Capital High School	
Awaiting	Immunization Records	

Upload Materials

We do not accept any transcripts uploaded through this portal.

Document Name

No file chosen

Choose File

# Enhance Student Experience

VISIT



rent Application Status

**Browse All Events**

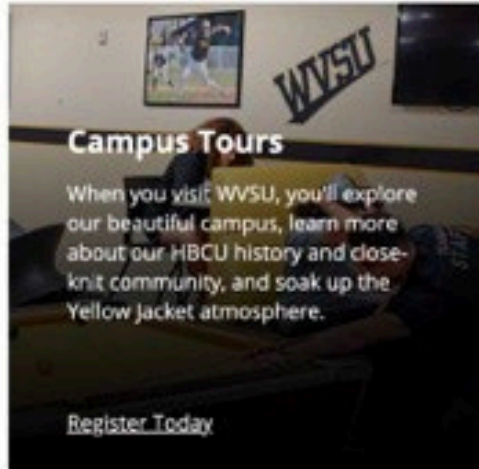
< October 2023 >

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

☒ Available    ☐ Unavailable / Filled    ☐ Not Scheduled



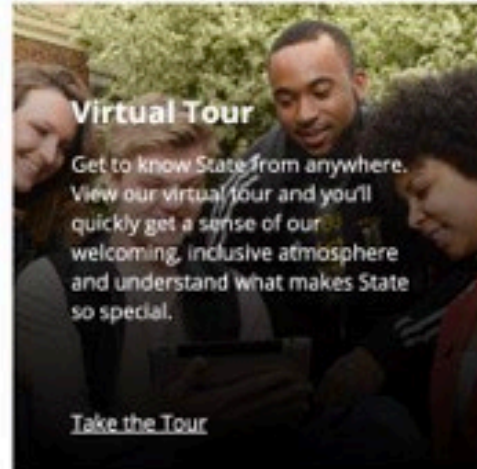
# Enhance Student Experience

A banner for Campus Tours featuring a student sitting at a desk in a library or study area. A "WV SU" logo is visible in the background.

## Campus Tours

When you visit WV SU, you'll explore our beautiful campus, learn more about our HBCU history and close-knit community, and soak up the Yellow Jacket atmosphere.

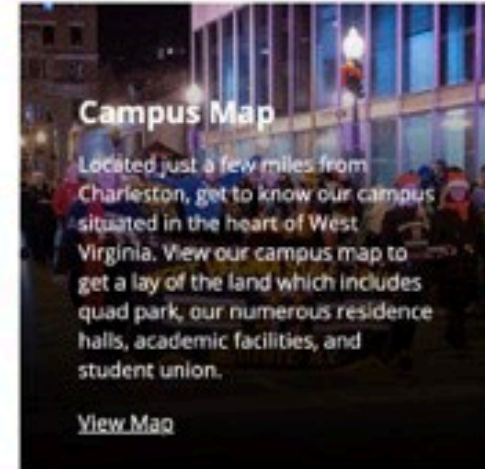
[Register Today](#)

A banner for a Virtual Tour showing three students looking at a tablet together.

## Virtual Tour

Get to know State from anywhere. View our virtual tour and you'll quickly get a sense of our welcoming, inclusive atmosphere and understand what makes State so special.

[Take the Tour](#)

A banner for a Campus Map showing a night view of a modern building with large windows.

## Campus Map


Located just a few miles from Charleston, get to know our campus situated in the heart of West Virginia. View our campus map to get a lay of the land which includes quad park, our numerous residence halls, academic facilities, and student union.

[View Map](#)


Current Application Status

## CONNECT

Meet your Counselor



Marcus Tucker  
[Marcus.tucker@wvstateu.edu](mailto:Marcus.tucker@wvstateu.edu)









# Financial Aid

- Financial Aid Night Presentation at George Washington High School-September 11<sup>th</sup>
- Financial Aid Night Presentation at Saint Albans High School-October 9<sup>th</sup>
- Upcoming High School Presentations/FAFSA Workshops
  - Nitro High School
  - Herbert Hoover High School
  - Poca High School
  - Hurricane High School
  - Riverside High School
  - Winfield High School
  - Capital High School
  - South Charleston High School
- WV Counselor Workshop-November 3<sup>rd</sup>
  - Hosting FAFSA Training to High School Counselors and Mentors
  - Currently 100 Registrants
- Community FAFSA Workshop-Partnered with WVHEPC-February
  - Promoted by WVHEPC, College for WV, WV Board of Education



# Student Affairs

# Coronation 2023





# Greek Cookout





# Parade



# Vendors/Tailgate





# NPHC Step Show



# Career Services

- Secured funding from Diversified Energy to develop a career closet on campus, space has been acquired in the Student Union. Closet will open March 18, 2024
- Successful career fairs for the fall
  - Internship Fair-September 12
  - Careers in Government Fair-September 28th
  - Final Career Fair October 17<sup>th</sup>-Criminal Justice Fair
- Partnered with Toyota Manufacturing to host a recruitment event on campus to recruit WVSU students and alumni for the Leadership Development Program (LDP).
- We were able to offer 9 paid internship opportunities for the fall 2023 semester through our Project Success Paid Internship Program

# Student Advocacy/Program Coordinator

- 16/20 weekends booked for Fall Semester (80% booked)
- Partnership with the KRT
  - Reached highest number of rides for August (704) and September (1041)
  - From December 2022-June 2023 Ride Total **2066**, For July 2023-September 2023 Ride Total is **2019**
- MyWVSU Mobile App
  - Launch August 2022: 617 unique visitors with 25,236 screen views
  - August 2023: 869 unique visitors with 63,722 screen views



# Counseling & Wellness Services

- Programs – table events in the Union
  - a. World Suicide Prevention Day -9/7/23
  - b. National Depression Screening Day – 10/5/23
  - c. Alcohol Use Disorder Screening Day – 10/19/23
  - d. “Clothesline Project” for Interpersonal Violence Month – students designed T-shirts with messaging about domestic violence – 10/12/23
  - e. “Save a Life Day” – County-wide Naloxone training and distribution event 9/14/23
  - f. International Stress Awareness Day – 10/31/23
  - g. National Gratitude Day – 11/14/23
- Collegiate Recovery
  - a. Two All Recovery meetings weekly
  - b. “Save A Life Day” – Kanawha County wide event to train people on administering Naloxone – 9/14/23
  - c. Presented to nursing students about Naloxone
  - d. Recovery Tie-Dye Day – hosted students to tie-dye shirts and learn about mindfulness – 10/11/23
- 15 FYE Presentations on substance misuse, sexual health, and suicide prevention



# Questions?



**Board of Governors  
Academic Affairs Committee  
Erickson Alumni Center  
<https://us06web.zoom.us/j/81546973462>  
October 26, 2023  
8:30 a.m.**

**AGENDA**

---

- |   |                |
|---|----------------|
| <b>I. Call to Order</b>   | Chuck Jones    |
| <b>II. Roll Call</b>  | Vonda Matthews |
| <b>III. Verification of Appropriate Notice of Public Meeting</b>          | Chuck Jones    |
| <b>IV. Approval of September 7, 2023 Minutes (<i>Action Required</i>)</b> | Chuck Jones    |
| <b>V. Academic Affairs</b>  | Paige Carney   |
| • Ed.D. in Leadership Studies   | Emily Waugh    |
| <b>VI. Athletics</b>  | Nate Burton    |
| <b>VII. Adjournment</b>   |                |

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

**Date/Time:** 10/26/2023 -- 9:00 AM

**Location:**

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/81546973462>

Meeting ID: 815 4697 3462

**Purpose:** To conduct regular business of the committee

**Notes:**

**Meeting was accepted : 10/20/2023 8:02:45 AM**

**MEETING MINUTES**  
**West Virginia State University Board of Governors**  
**Academic Affairs Committee**  
**Erickson Alumni Center**  
**September 7, 2023**

**I. Call to Order**

Governor Chuck Jones called the Academic Affairs Committee meeting to order at 9:35 a.m.

**II. Roll Call**

The clerk called the roll. Those present were Gov. Jones, Gov. Kelley, Gov. Flores, Gov. Greenhowe, Gov. Jackson, Gov. Payne, Gov. Pietruszynski, Gov. Raines, Gov. Saffore and Gov. Goodwin. Governor McKibben was absent. A quorum was present.

**III. Verification of Appropriate Notice of Public Meeting**

Gov. Jones announced the Verification of Appropriate Notice of Public Meeting was approved on August 30, 2023.

**IV. Approval of June 15, 2023 Meeting Minutes**

Meeting minutes were reviewed. There were no corrections or comments. Gov. Payne motioned for approval of the minutes. Gov. Flores seconded the motion. The motion carried.

Governor Jones commented that those who type the minutes, and those that review them prior to submission, are doing a very good job and the minutes are a good reflection of the University.

**V. Academic Affairs Updates**

Dr. Paige Carney, Associate Provost presented for Academic Affairs. Items noted were:

- Faculty Awards Presented During Fall 2023 Opening Week
  - Service Award– Dr. Stephanie Burdette
  - Teaching Award– Professor Jay Canterbury
  - Research Award– Dr. Umesh Reddy
  - Professor of the Year Award – Dr. Leighann Davidson
- WVSU 1890 Scholarship Program
  - Three 1890 Scholars graduated last semester
  - Starting Fall 23 with 41 scholars
  - The program has brought in over \$4.2 million in student support
  - Current and previous WVSU 1890 Scholarship recipients have been selected from several areas throughout the eastern United States

- Selection Team: Saman Bandara, Katie Bentley, Micheal Fultz, Barbara Liedl, Debbie Williams, and Naveed Zaman.
- Nine Program Reviews Slated for the 23-24 Academic Year
  - Bachelor of Science in Sports Studies, Health Sciences, Criminal Justice and Social Work
  - Master of Science in Sports Studies and Law Enforcement Administration
  - Bachelor of Arts in Art
  - Bachelor of Fine Arts in Music
  - Regents Bachelor of Arts
- Program Updates
  - Certified Public Manager Program
    1. Currently in 4th month of program
    2. Thirty participants in this inaugural cohort

Governor Kelley asked who is participating in the CPM program, how much does it cost and how often do they meet? Dr. Carney, Dean Williams and President Cage responded noting:

- participants come from various government agencies and entities who are leaders in the state
- host agencies provide the fee of \$3500 per person for their representatives
- class meets for one year, for one two-day session each month
- WVSU has the only program like this in the state and will remain the only university with this program in the state
- Nursing Program
  1. Approved by the RN Board to develop an LPN to a BSN
  2. Potentially drive up recruitment in Nursing Program
  3. Cohort of eight from Alderson Broaddus currently
- Doctorate of Education in Leadership Studies
  1. HLC site visit was positive with no required follow up
  2. Program was an agenda item for the Institutional Actions Committee in August and was given full approval
  3. WV Department of Education is reviewing for a 3-month period
- Enrollment Support
  - MOU with the Maryland Osteopathic School
  - MOU with California Community Colleges
  - Plans under development for 4+1 BS→MS degree program
- Community Outreach
  - Dr. Carney is serving on BridgeValley's Elementary Education Program Advisory Committee
- In Memory of Frank Vaughn
  - Accomplishments:

1. Served as liaison for the Governor's Internship program
  2. Department Chair for Behavioral and Social Sciences
  3. BOG Representative
  4. Senate Executive Committee member
  5. Drove the creation of the MPA program
- During COVID, matched faculty donations to student emergency fund.
  - An outstanding teacher, colleague & friend. He is greatly missed.

**VI. Adjournment**

With there being no further business the meeting adjourned at 10:01 a.m.

The next scheduled meeting is October 26, 2023.

Respectfully submitted by:

Vonda Matthews

Administrative Clerk

Academic Affairs Committee

# Academic Affairs

Board of Governors Meeting  
Dr. J. Paige Carney  
October 26, 2023



# Ed.D. in Leadership Studies

## Program Overview

- 100% Online
- Practitioner Model
- Action Research Based Dissertation
- Cohort Model with Continuous Enrollment
- Emphasis on Fairness and Social Justice
- Competitively Priced
- Two-year Program

# Ed.D. in Leadership Studies

Organizational Leadership – Relevance Across Various Fields

appropriate research approach  
healthy organizational environment  
**practice**  
**organization**  
**leadership** equity  
student  
program state  
constituent

# Ed.D. in Leadership Studies

## Current Status

- HLC approval September 1st
- USDE application submitted
- Preparation ongoing

# Ed.D. in Leadership Studies

## Preparation Fall 2023

- Course Preparation (Year 1)
- Develop Handbook
- Create Forms
- Solidify Policies and Procedures
- Design Website
- Application Process
- Dissertation Manual
- Updates to GSC Constitution and Handbook

# Ed.D. in Leadership Studies

Preparation Spring 2024

- Inaugural Cohort
  - Recruitment during January-March
  - Review Applications
  - Establish Committee
  - Interviews
  - Acceptance Letters in April
- Student Orientation
- Post and Hire 2<sup>nd</sup> Doctoral Program Faculty Member
- Continue Development of Courses (Year 2)
- Activate Website

# Ed.D. in Leadership Studies

For Questions Contact:

- Dr. Emily Waugh, Professor, Leadership Studies  
[ewaugh@wvstateu.edu](mailto:ewaugh@wvstateu.edu) or 304-766-5192
- Dr. Kerri Steele, Dean, College of Professional Studies  
[ksteele1@wvstateu.edu](mailto:ksteele1@wvstateu.edu)

# WV SU

## ATHLETICS

# Agenda

- 2022-2023 Recap
- Fall 23
- Demographics
- Development
- Facility Update
- Goals Update



# 2022-2023 Recap

- Three NCAA Tournament Appearances
- One MEC Championship
- 3.11 cumulative GPA for 2022-2023
  - 65% of student-athletes earned a 3.0 GPA or higher
- Finished fifth in MEC Commissioner's Cup
  - Third-straight year of Top 5

# Fall 23

## **Women's Soccer**

- 6-5-2, 5-2-2 in MEC

## **Volleyball**

- 16-4, 7-1 in MEC

## **Football**

- 4-2, 4-1 in MEC

# Sports By The Numbers

Men	Women
Football - 111	Volleyball - 29
Baseball - 40	Soccer - 24
T&F/XC - 28	T&F/XC - 23
Basketball - 21	Basketball - 21
Tennis - 7	A&T - 20
Golf - 6	Softball - 17
<b>Total: 213</b>	Tennis - 7
	<b>Total: 141</b>

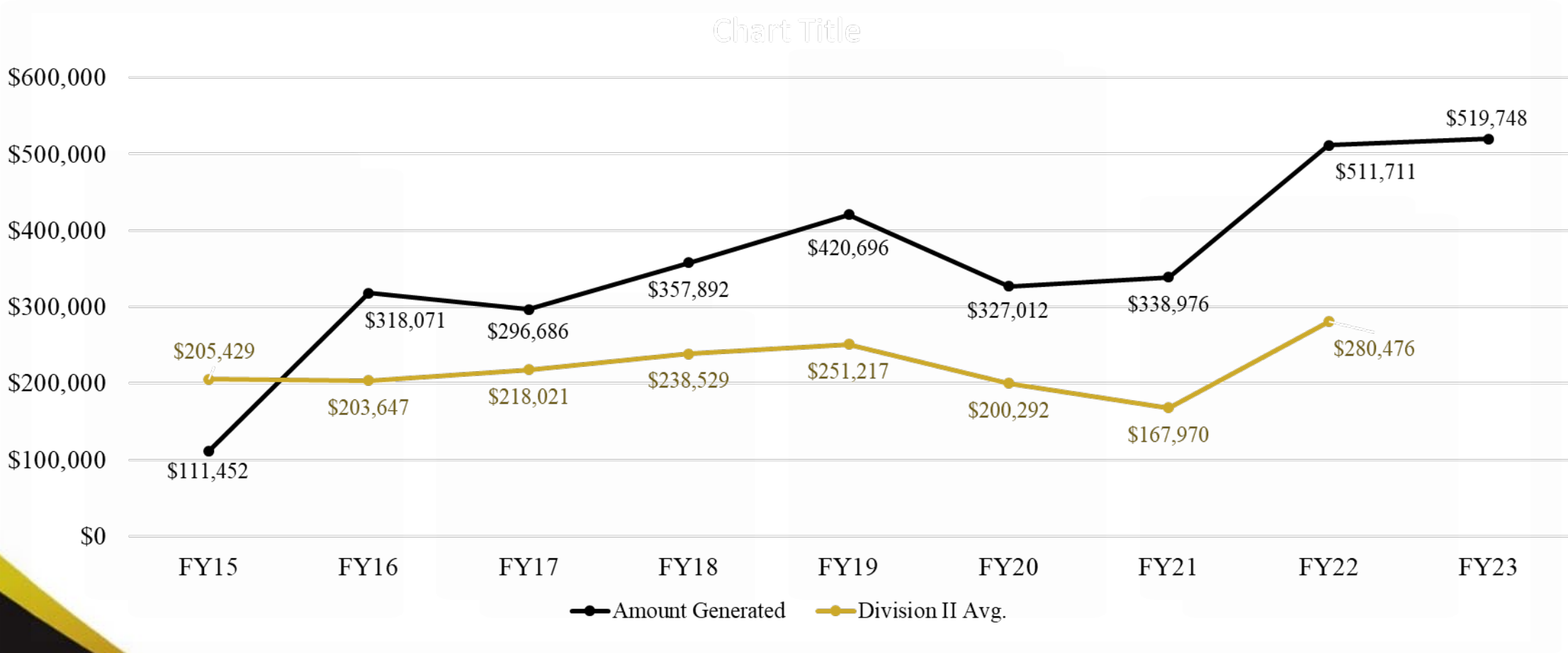
# Demographics

- Residency:
  - 214 Out-of-State
    - OH (43), VA (31), NC, GA, MD, FL
  - 104 In-State
  - 36 International
    - Sweden, UK, Columbia
- 46% Black & 33% White
- 286 of 354 (81%) live on-campus

# Athletic Aid

- 80 receive \$15,000+
- 191 receive \$15,000-
- 86 receive no Athletic Aid
- Average In-State Athletic Aid: \$3,900
- Average Out-of-State/International Athletic Aid: \$10,775

# Foundation Revenue



# Foundation Expenses



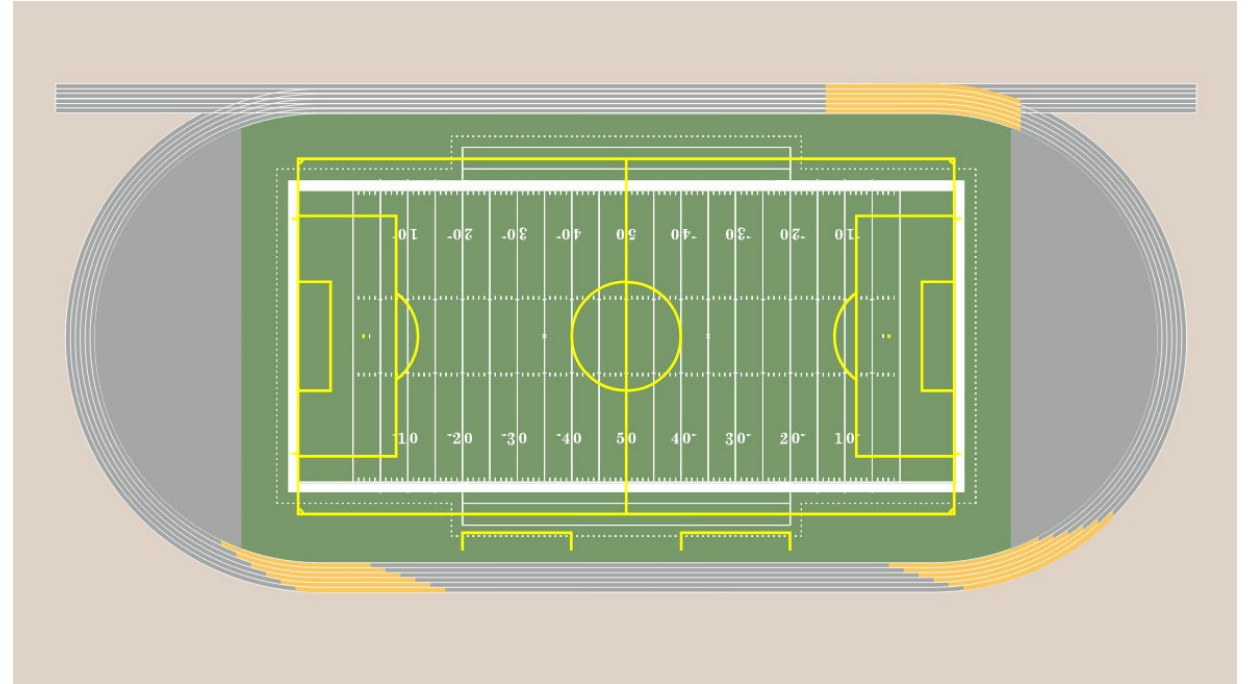
\* denotes projection

# Track & Field Facility



Indoor: \$8 million

Outdoor: \$2 million





# Goals Update

- ✓ Fiscally Responsible
- ✓ Program Growth
- ✓ Compete for Championships
- ✓ Consecutive Semesters of 3.0+
- ✓ Generate \$500,000 FY23
- ✓ Upgrade Mills Tennis Courts
  - Indoor Facility
  - Top 3 in Commissioner's Cup

# Questions



**Board of Governors  
Advancement Committee  
Erickson Alumni Center  
<https://us06web.zoom.us/j/81546973462>  
Thursday, October 26, 2023**

**AGENDA**

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- |  |                       |
|--|-----------------------|
| <b>I. Call to Order</b>  | Lester Raines         |
| <b>II. Roll Call</b>   | Angel Valdovinos-Ertl |
| <b>III. Verification of Appropriate Notice of Public Meeting</b>   | Lester Raines         |
| <b>IV. Approval of September 7, 2023 Minutes (<i>Action Required</i>)</b>  | Lester Raines         |
| <b>V. First Quarter Financial Reports</b><br>a. Fundraising Performance<br>b. Cash Flow<br>c. Investment Performance | Patricia Schumann     |
| <b>VI. WVSU Foundation News</b>  | Patricia Schumann     |
| <b>VII. Fall 2023 Updates</b>  | Trey Jones            |
| <b>VIII. Adjournment</b>   |                       |

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

**Date/Time:** 10/26/2023 -- 9:00 AM

**Location:**

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/81546973462>

Meeting ID: 815 4697 3462

**Purpose:** To conduct regular business of the committee

**Notes:**

**Meeting was accepted : 10/20/2023 8:03:23 AM**

**MEETING MINUTES**  
**West Virginia State University Board of Governors**  
**Advancement Committee**  
**Erickson Alumni Center**  
**Thursday, September, 7, 2023**

**I. Call to Order**

Governor Kelley called the meeting to order at 11:07am. He announced that Governor Raines has been appointed as the new chair of the Advancement Committee.

**II. Roll Call**

Members in attendance were Governor Kelley, Governor Jackson, Governor Saffore, Governor Raines, Governor Jones, Governor Flores, Governor Greenhowe, Governor Payne, Governor Pietruszynski, Governor Goodwin. Member absent was Governor McKibben.

**III. Verification of Appropriate Notice of Public Meeting**

Governor Kelley verified the Appropriate Notice of Public Meeting.

**IV. Approval of June 15, 2023 Minutes (Action Required) Mark Kelley**

Governor Kelley entertained a motion to approve minutes from the June 15, 2023 meeting. Governor Saffore made a motion to approve the minutes. The motion was seconded by Governor Greenhowe. Motion carried.

**V. Financial Reports**

Patricia Schumann presented the Financial Reports. Total giving in FY2023 was \$4,783,271, a 40% increase over the previous year. Of that total, \$2.7 million was in pledges, a little over \$2 million in outright cash gifts, and \$13,591 in gifts-in-kind. We saw a decrease in both the number of donors and the number of gifts, but there was a 5% increase in alumni giving compared to the previous year.

Total cash received during FY2023 was \$3,736,864, which included \$454,488 in payments on FY2023 pledges and \$711,452 in payments on pledges made prior to FY2023. There was \$564,358 in non-charitable revenue. Governor Kelley asked about the Honey Bear pledge, and Ms. Schumann informed him that when that commitment was not fulfilled, the Foundation cash reserves were used to pay off the loan for the project. We are still accepting gifts for the field but are also raising unrestricted funds to replenish cash reserves.

The investment portfolio began the fiscal year with \$10,985,767 and ended the year with \$13,410,848, with investment growth of 9.53%. The Foundation will issue an RFP for investment services this fall.

## **VI. Fiscal Year 2024 Updates**

Trey Jones presented Advancement's fundraising goals for FY2024, with an overall goal of \$5 million.

As of July 31, 2023, we had received \$136,503 in new gifts and pledges; total cash was \$376,567.

In August, Advancement participated in Make a Will month through our partnership with Freewill. Through that promotion we were notified of 6 gifts totaling \$174,700. We received significant response through social media impressions, comments, likes, and shares. We are planning now for National Estate Planning Awareness Week October 16-22.

## **VII. Growth in Partnerships**

Mr. Jones discussed recent gifts through partnerships with Dominion Energy, State Farm, and Diversified Energy. Dominion Energy gave \$20,000 to support an education training program that addresses the shortage of prepared individuals entering college and the workforce. State Farm gave \$10,000 to support Opening Soon, Inc. Diversified Energy made a donation at \$5,500 to help WVSU start a Career Closet.

We hosted a successful community meeting with Student Freedom Initiative to discuss statewide broadband access; hosted a roundtable discussion on the need for a School of Agriculture with Senator Joe Manchin and corporate executives; and have held promising discussions with Highmark Health and Farm Credit of the Virginias.

## **VIII. Homecoming Preview**

Belinda Fuller presented the Homecoming agenda and events. She highlighted traditional events such as the President's Circle and Legacy Society Reception, the Homecoming Awards Banquet, Homecoming Coronations, Step Show, ROTC Hall of Fame Induction Ceremony and the 'W' Club Sports Hall of Fame Induction. She also highlighted new events including an expanded parade, Family Fun Zone, and night football game with fireworks.

## **IX. Preparation for the Capital Campaign**

Ms. Schumann shared that the Capital Campaign Planning Study results will be presented next week to the Study Committee and on September 22 to the WVSU Foundation Board of Directors. Board of Governors members will be invited to join via Zoom to hear results directly from the consultants. The results will also be presented to the Board of Governors at the October 26 meeting. If we decide to proceed with the capital campaign, the next step will be to appoint a President's Campaign Cabinet that will work through

the end of the year to design the campaign, and then the quiet phase will begin in winter of 2024.

**X. Adjournment**

With there being no further business, the meeting adjourned at 11:51 am.

Respectfully submitted by [Angelique Valdovinos-Ertl](#), Executive Administrative Assistant



# University Advancement Report

Board of Governors Meeting  
Patricia J. Schumann  
October 26, 2023

# Fundraising Performance Report FY2024 First Quarter

	FY2023	FY2024	+/-
<b>Number of Donors</b>	297	326	10%
<b>Number of Gifts</b>	721	780	8%
<b>Pledges</b>	\$1,972,307	\$1,250	N/A
<b>Cash Gifts</b>	\$422,921	\$414,549	(2%)
<b>Gifts in Kind</b>		\$220	N/A
<b>Total Giving</b>	\$2,395,228	\$416,019	(83%)

# Cash Flow Report September 30, 2023

FY2024 First Quarter Cash Flow Report	
<b>Payments on FY2023 Pledges</b>	\$ 1,050
<b>Payments on Pledges Prior to FY2023</b>	\$272,025
<b>Outright Cash Received</b>	\$414,549
<b>Non-charitable Revenue</b>	\$105,539
<b>Total Cash</b>	\$793,163

# Investment Portfolio: Summary Change in Portfolio Value

## July 1, 2023 - September 30, 2023

Beginning Value 7/1/2022	\$13,410,848
Contributions/Withdrawals	\$ 30,011
Fees	(\$16,093)
Income Received	\$ 87,347
Change in Market Value	(\$261,559)
Change in Accrued Income	(\$ 4,114)
Ending Market Value	\$13,246,439

# Investment Portfolio Value: Performance vs Benchmarks

## July 1 – September 30, 2023

Index Comparison								
	Period	QTD	YTD	1-Year	3-Year	5-Year	10-Year	Inception (6/20/2011)
■ WV State University Foundation	-1.45 %	-1.45 %	4.39 %	13.04 %	9.49 %	4.15 %	5.23 %	5.78 %
■ WVSU FD. BENCHMARK	-3.43 %	-3.43 %	5.77 %	12.96 %	3.69 %	4.27 %	5.87 %	6.66 %
■ Russell 3000	-3.25 %	-3.25 %	12.39 %	20.46 %	9.38 %	9.14 %	11.28 %	12.11 %
■ MSCI World Index (ex-US) (TR Net)	-4.10 %	-4.10 %	6.73 %	24.00 %	6.08 %	3.44 %	3.84 %	4.39 %
■ MSCI Emerging Markets (TR Net)	-2.93 %	-2.93 %	1.82 %	11.70 %	-1.73 %	0.55 %	2.07 %	1.27 %
■ MSCI Wrld/Real Estate (TR Net)	-7.13 %	-7.13 %	-6.22 %	-0.95 %	-0.61 %	0.14 %	2.83 %	3.94 %
■ Bloomberg US Agg Bond	-3.23 %	-3.23 %	-1.21 %	0.64 %	-5.21 %	0.10 %	1.13 %	1.45 %

# WVSU Foundation News

## Semi-annual Meeting September 22, 2023

- Passed resolution agreeing to move forward with Capital Campaign President's Council Phase
- Approved launch of Yellow Jacket Enterprises and dissolved Business Enterprise Committee
- Agreed to lease the second and third floors of 107 Capitol Street and sublease the space to Goodwill
- Approved FY2023 Audit
- Approved WVSU Foundation Strategic Plan 2023-2028

# WVSU Foundation News

## Current Initiatives

- Preparing RFP for Investment Services
- Reviewing Committee Priorities to align with new Strategic Plan and upcoming Capital Campaign
  - Alumni Engagement Committee
  - Development Committee
  - Gift Policy Committee
- Planning and Fundraising for 2024 Black & Gold Gala
  - Sponsorships
  - Silent Auction



# Fall 2023 Updates

## Major and Planned Gifts

- Optimizing gift officer portfolios with information from the Campaign Planning Study
- Enhancing Donor Engagement Process
- National Estate Planning Awareness Week October 16-22
- Stewardship of Corporate Partners: Commercials during broadcast of football game versus Frostburg State October 19
  - Goodwill, Huntington Bank, FamilyCare Health Center

# Fall 2023 Updates

## Events

- Veterans Day Weekend
  - Official Veterans Day Observance November 10
  - Home Football Game versus University of Charleston November 11
  - Earl Lloyd Classic November 10-11
- WVSU Center Grand Opening December 4

# Questions



**Board of Governors  
FULL BOARD  
Erickson Alumni Center  
<https://us06web.zoom.us/j/81546973462>  
October 26, 2023  
9 a.m.**

**AGENDA**

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- |   |                       |
|---|-----------------------|
| <b>I. Call to Order</b>   | Mark Kelley           |
| <b>II. Roll Call</b>  | Crystal Walker        |
| <b>III. Verification of Appropriate Notice of Public Meeting</b>  | Mark Kelley           |
| <b>IV. Approval of September 7, 2023 Minutes (<i>Action Required</i>)</b>   | Mark Kelley           |
| <b>V. Recognition of Former BOG Member</b>  | Mark Kelley           |
| <b>VI. President's Report</b>   | Ericke Cage           |
| <b>VII. Capital Campaign Consultants</b>  | Adriana Martella      |
| <b>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>)</b> | Charles E. Jones, Jr. |
| <b>IX. Adjournment</b>  |                       |

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

**Date/Time:** 10/26/2023 -- 9:00 AM

**Location:**

Erickson Alumni Center - Grand Hall

<https://us06web.zoom.us/j/81546973462>

Meeting ID: 815 4697 3462

**Purpose:** To conduct regular business of the board

**Notes:**

**Meeting was accepted : 10/20/2023 8:04:00 AM**



# **PRESIDENT'S REPORT**

**WVSU Board of Governors**

**October 26, 2023**



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



# HOMECOMING 2023:

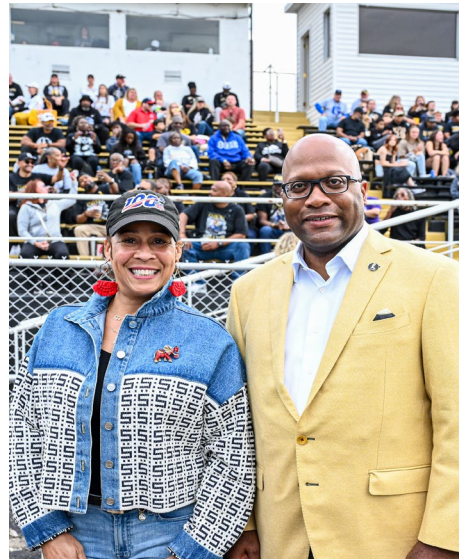
*Celebrating a place we love so dear!*





# HOMECOMING 2023:

*Celebrating a place we love so dear!*





# LAND-GRANT FUNDING LETTER

- Letter sent by U.S. Secretary of Education Miguel Cardona and U.S. Secretary of Agriculture Thomas Vilsack
- Outlined historic underfunding levels of nation's HBCU's
- Actions taken in recent years to address this underfunding
- House Bill 3371
- Focused on the future working with Governor Jim Justice, Senate President Craig Blair and House Speaker Roger Hanshaw



# THE ROAD AHEAD: 2024 LEGISLATIVE AGENDA

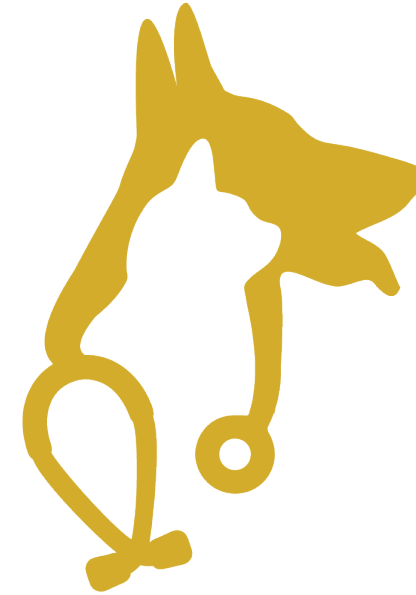
- 100% Land-grant funding match
- School of Agriculture, Food and Natural Resources
- WVSU Day at the Capitol is Feb. 15, 2024

100%  
**STATE MATCH**



# THE ROAD AHEAD: VetSmart

- Today, there is no four-year veterinary technology program in West Virginia.
- WVSU, WVU and the WVDA have been working since late 2020 to collaboratively develop a program to meet the growing need for veterinary technicians in the state, region and nationwide.
- American Veterinary Medical Association has recommended four technicians per veterinarian for maximum efficiency.
- In West Virginia, we have one registered technician for every three veterinarians.
- West Virginia State University is the only Land Grant University that doesn't have a college of agriculture. Partnership with WVU and WVDA through VetStart and other efforts could help them achieve that.



# VetStart

— West Virginia —





# THE ROAD AHEAD: Cyber Security

- Hardware and software setup in the cyber security laboratory is completed, facilitating a practical learning environment for cyber security courses at the graduate and undergraduate levels within the computer science department.
- Offering paid Research Assistant positions to four students, fostering practical experience and skill development within the program.
- Utilization of the laboratories for extensive research by both undergraduate and graduate students, leading to the development of three publications and securing speaking engagements at the Secure WV conference.



# THE ROAD AHEAD: CAPITAL CAMPAIGN

- Strong Support for and Confidence in WVSU
- High level of support for Strategic Priorities
- Belief that this is the right time to launch a Capital Campaign
- Introduction of Campaign Consultants





QUESTIONS?



QUESTIONS?

WVSO	0:00	GLENNVILLE			
31<		21			
3	DOWN	TO GO	BALL ON	QTR	3
T.O.L.	3	5	16	4	T.O.L.



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WITH COVERAGE.  
[encova.com](http://encova.com)



A photograph of a university campus scene. On the left, a large, light-colored stone clock tower with two circular clock faces is visible. A paved walkway leads from the foreground into the distance, flanked by green lawns and bare trees. Several people are walking along the path. In the background, a red brick building and a white car are visible. The right side of the image is overlaid with a dark blue diagonal shape containing white text.

# WEST VIRGINIA STATE UNIVERSITY Campaign Planning Study Final Report: Executive Summary

OCTOBER 2023

# ACKNOWLEDGEMENTS

- CCS is grateful to have partnered with West Virginia State University (WVSU) to implement this Planning Study. We express our sincere thanks and gratitude to the Planning Study Committee for their oversight and guidance and to the WVSU Team for their support and leadership throughout this process.
- We especially extend our gratitude to Ericke Cage, President; Patricia J. Schumann, Vice President for University Advancement; Trey Jones, Assistant Vice President for University Advancement; and Susan Compton, Director of Prospect Research & Management.
- Finally, we thank all discussion and e-survey participants for their time, thoughts, and helpful advice.

## CCS PLANNING STUDY TEAM

Robert Rice, Vice Chairman

Natalie Skinner, Executive Vice President

Adriana Martella, Director and Study Coordinator

Andrea Checchi, Senior Vice President, Operations

Kim DeStefano, Director of Proposal Writing and Client Onboarding

John Sammis, Senior Vice President, Data Analytics

## PLANNING STUDY COMMITTEE

President Ericke Cage

Gregory A. Burton

Byard M. Coleman '87

Susan Compton

Dr. LeighAnn Davidson '11

Dr. Sami M. Ghareeb '69

Trey Jones

Mark W. Kelley '88

Justin McAllister

E. Gail Pitchford '78

Chris Price

Patricia J. Schumann



# OBJECTIVES & STUDY MATERIALS

In July 2023, WVSU engaged CCS to evaluate the feasibility of a proposed \$30,000,000 campaign. Study objectives included conducting 60+ discussions with core WVSU stakeholders comprising current and past Boards members, faculty and staff, alumni, community leaders, donors, and new opportunities.

## STUDY PREPARATION

- Develop Study collateral:
  - Email of Invitation
  - Preliminary Case for Support
  - Discussion Prompt
  - Campaign Organizational Chart
  - Discussion Candidate List
  - \$30,000,000 Table of Gifts
  - Electronic Survey
  - Thank You Letters
- Invite candidates to engage in the Study.



Study Committee  
WVSU Advancement Team  
CCS

## DISCUSSIONS & DATA ANALYSIS

- Conduct internal data analysis and discussions with WVSU stakeholders addressing:
  - Perceptions of WVSU;
  - Rationale for the campaign;
  - Advice on the proposed goal;
  - Potential top leaders and donors;
  - Engagement strategies; and
  - Indications of personal support.



Study Participants  
CCS

## FINDINGS & RECOMMENDATIONS

- Share findings from discussions conducted
- Deliver recommendations for executing the campaign based on discussion findings and CCS’s experience with similar institutions.



Foundation Board of Directors  
Board of Visitors  
Board of Governors  
Study Committee  
WVSU Team  
CCS

# EXECUTIVE OVERVIEW

## PERCEPTIONS

- Nearly all (94%) participants had a “*very positive*” or “*positive*” perception of WVSU, citing History of WVSU; Current Leadership; Faculty and Staff; Quality of Education; and Campus Location as top strengths.
- Top challenges cited included Lack of Financial Resources; Student Recruitment, Enrollment, and Retention; and Alumni Engagement.

## TIMING

- Nine in ten (90%) participants said now is the time to move forward with a campaign, noting we should build on WVSU’s momentum.

## CASE

- The Preliminary Case for Support was endorsed by about seven in ten (77%) participants, and all Case elements (Capital Projects, University Programs, Scholarships, and Unrestricted Support) were well-received.
- While most participants support the School of Food, Agriculture, and Environmental Sciences and its purpose, they are seeking a clear overview of the anticipated benefits: how its establishment will positively influence students, enhance job prospects, and foster community growth. Respondents agreed that this information is needed for broader audiences, extending the recommendation to the programs to be introduced.

## LEADERSHIP

- Participants expressed a high level of commitment – considering leading (55%), engaging on a committee (83%), requesting gifts from others (77%), and opening new doors (86%).

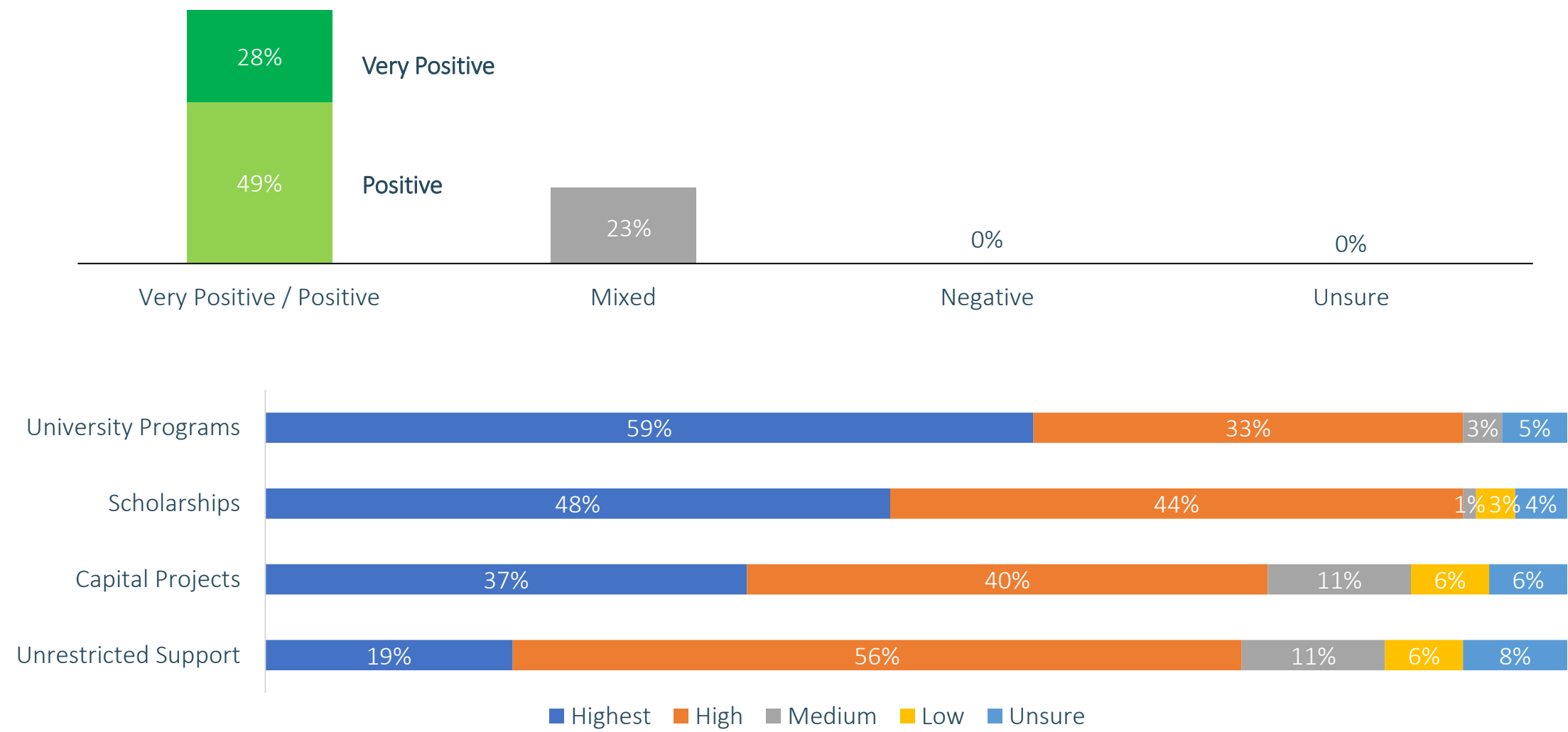
## PROSPECTS

- Seven in ten (70%) participants cited WVSU’s proposed campaign as a “*highest*” or “*high*” philanthropic priority – nearly all (98%) would consider a pledged gift to the effort.
- WVSU should take immediate steps to further engage more prospects, particularly alumni, and continue building relationships with companies, foundations, and new prospects.

## PLAN

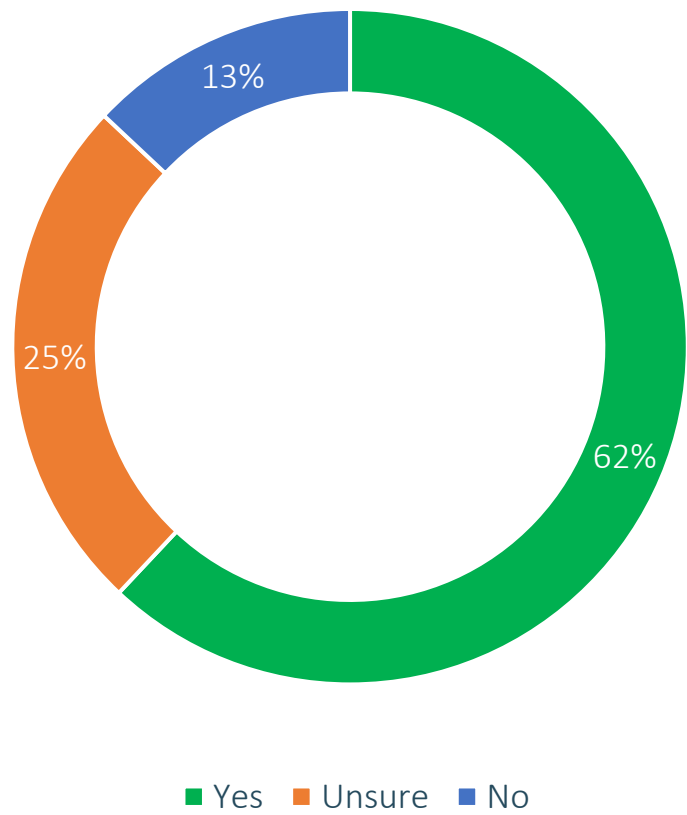
- Conduct a three-month President’s Campaign Council Phase focused on enhancing the Case, developing the campaign plan and timetable, and designing the campaign.
- Implement a five-year comprehensive campaign (inclusive of annual fundraising) with a preliminary goal of \$25,000,000+.

# FINDINGS: PRELIMINARY CASE FOR SUPPORT



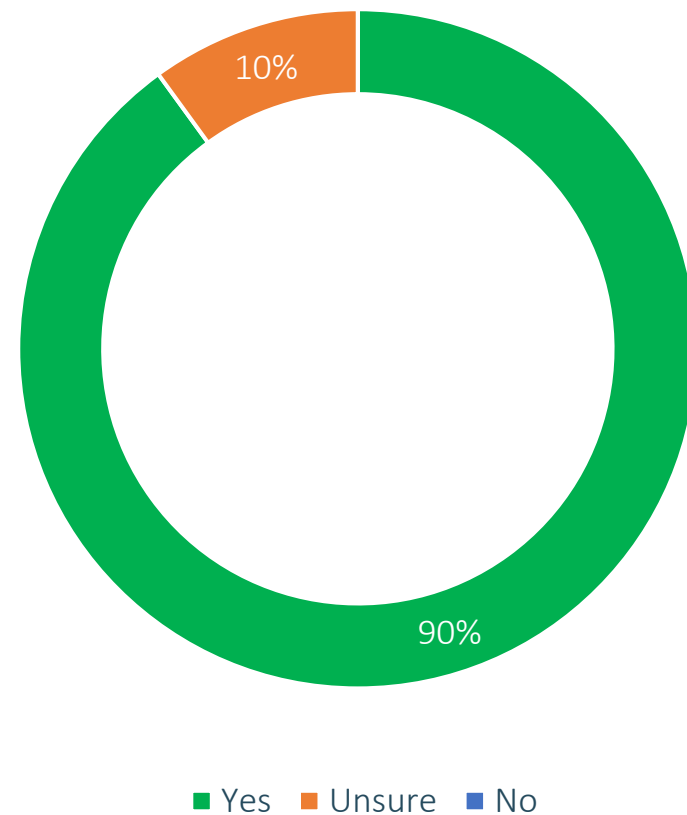
# FINDINGS: FEASIBILITY AND TIMING

Is \$30,000,000 Feasible for WVSU?











**Note:** Alternative goal amounts cited ranged between \$15,000,000 and \$25,000,000.

Should WVSU Conduct the Campaign Now?



**Note:** No participants indicated a “no” response.

# FINDINGS: COMPARISON DATA ON CORE ELEMENTS

Response / Willingness to Engage	WVSU	CCS Desired Benchmark	Comparative Marker
Perception of WVSU	94%	77%	
<i>“Very Positive”</i> or <i>“Positive”</i> about Preliminary Case for Support	77%	71%	
<i>“Highest”</i> or <i>“High”</i> Philanthropic Priority	70%	71%	
Will serve as a volunteer leader*	55%	30%	
Will serve on a committee*	83%	76%	
Will request support from others*	77%	79%	
Will open doors for WVSU*	86%	88%	
Will consider a gift to the campaign*	98%	98%	

\*Includes “Yes” and “Maybe” responses.

**Note:** Benchmarks are drawn from the results of six (6) CCS Higher Education Studies that transitioned to successful campaigns.

# FINDINGS: PRELIMINARY FINANCIAL INDICATIONS

Preliminary Gift Range	Number of Indications	Mid-Range / Exact Indication Total
\$2,500,000 - \$4,999,999	1	\$2,500,000
\$1,000,000 - \$2,499,999	4	\$5,499,998
\$250,000 - \$499,999	3	\$1,074,999
\$100,000 - \$249,999	6	\$924,498
\$50,000 - \$99,999	4	\$249,998
\$25,000 - \$49,999	8	\$274,994
Below \$25,000	16	\$182,499
Subtotal of Gift Indications	42	\$10,706,986
No Indication / No Gift	33 / 1	--
E-Survey Indications	270	\$10,795,095
Total Indications	312	\$21,502,081

**Note:** Exact gift indications were used when provided by the participants, otherwise mid-ranges were utilized to calculate total indications. E-Survey indications were reviewed for capacity.

# FINDINGS: DATA INSIGHTS AND NEXT STEPS

CCS explored, analyzed, and modeled WVSU's constituent database to forecast future giving behavior to identify WVSU's best prospective donors and have gleaned the following insights:

---

1

**Historical Performance:**

WVSU's giving distribution is like other CCS clients, with most of the dollars raised from a small number of donors. The amount raised and number of donors has varied significantly from year-to-year, with amount raised on an upward trajectory since FY20. Gaining consistency in annual giving will be important for WVSU.

---

2

**Advancement Portfolio Performance:**

A portion of prospects in assigned major gift portfolios have low capacity and/or inclination, and 34% have not made a gift in the last five years. There is opportunity to optimize portfolios to better engage lapsed donors and new prospects.

---

3

**Individual Donor Prospects:**

2,493 WVSU households have a five-year gift capacity rating of at least \$100,000, 29 of which have a five-year gift capacity of \$1,000,000+. There are 392 top priority prospects to engage (304 unassigned) or re-engage (88 assigned). While there are a few untapped individuals with seven-figure capacity (15 unassigned), there is significant potential with prospects in the six-figure gift capacity range.

---

4

**Legacy Giving Prospects:**

CCS identified 135 legacy giving prospects within WVSU's current donor base, 61 of which are unassigned and do not overlap with identified major gift prospects. While capital funds should be prioritized in the campaign, WVSU should pursue legacy giving prospects with blended requests (cash + planned gifts).

---

# RECOMMENDATIONS: EXECUTIVE OVERVIEW

## GOALS & TIMING

1. Proceed with a preliminary \$25,000,000+ comprehensive campaign over a five-year period.

2. Develop a Campaign Plan and Timetable with three distinct phases: President's Campaign Council Phase, Quiet Phase, and Public Phase.

## CASE FOR SUPPORT

3. Refine campaign components based on feedback received during the study.

4. Develop a compelling Case for Support that appeals to a wide variety of constituency groups.

## VOLUNTEER LEADERSHIP

5. Cultivate, recruit, and engage a committed group of volunteer leaders.

6. Engage the Board to set expectations about roles and responsibilities and to empower them to play an active role in the campaign.

## PROSPECTS

7. Identify and assign potential donors to build a robust prospect pipeline of potential campaign donors.

8. Develop Personalized Engagement and Gift Request Plans.

## INFRASTRUCTURE

9. Develop an operational campaign budget.

10. Position the President and WVSU Advancement Team to prioritize the campaign.

11. Retain professional campaign counsel.



# RECOMMENDATIONS: GOALS & TIMING

## Develop a Campaign Plan and Timetable

### 1. President's Campaign Council Phase

Design the Campaign

*October 2023 – December 2023*

- Recruit and engage an *ad-hoc* President's Campaign Council to design the campaign.
- The President's Council should comprise 12 to 15 volunteer leaders representing all constituencies, Board members (past and present), alumni, faculty and staff, community leaders, corporate executives, and other friends of WVSU.
- The President's Council should meet three (3) times for 75 minutes per meeting over three months to design, refine, and finalize core campaign materials.

### 2. Quiet Phase

Secure Leadership Support

*January 2024 – October 2026*

- The campaign should be implemented as "silent but not secret."
- The focus is on securing support from top donors (7- and mid 6-figure gifts) and prospects closest to the organization (current and past Board Members, Alumni, etc.)
- The campaign is not mentioned in any WVSU public events, speeches, publications or on the website.
- The campaign goal should be reviewed at the conclusion of the first 15-20 Principal and Leadership gift requests.

### 3. Public Phase

Conduct Broad Outreach

*November 2026 – June 2028*

- After 80%+ of funds have been raised, WVSU should publicly announce the campaign and use the final year and a half of the campaign to:
- Cultivate, brief, and request gifts from all remaining prospects.
- Secure support from the broader communities through extensive outreach and broad communication.
- Hold a public event to celebrate campaign success and to steward volunteer leaders and campaign donors.

## RECOMMENDATIONS: GOALS & TIMING

## Develop a Campaign Plan and Timetable

[illegible]

# RECOMMENDATIONS: CASE FOR SUPPORT

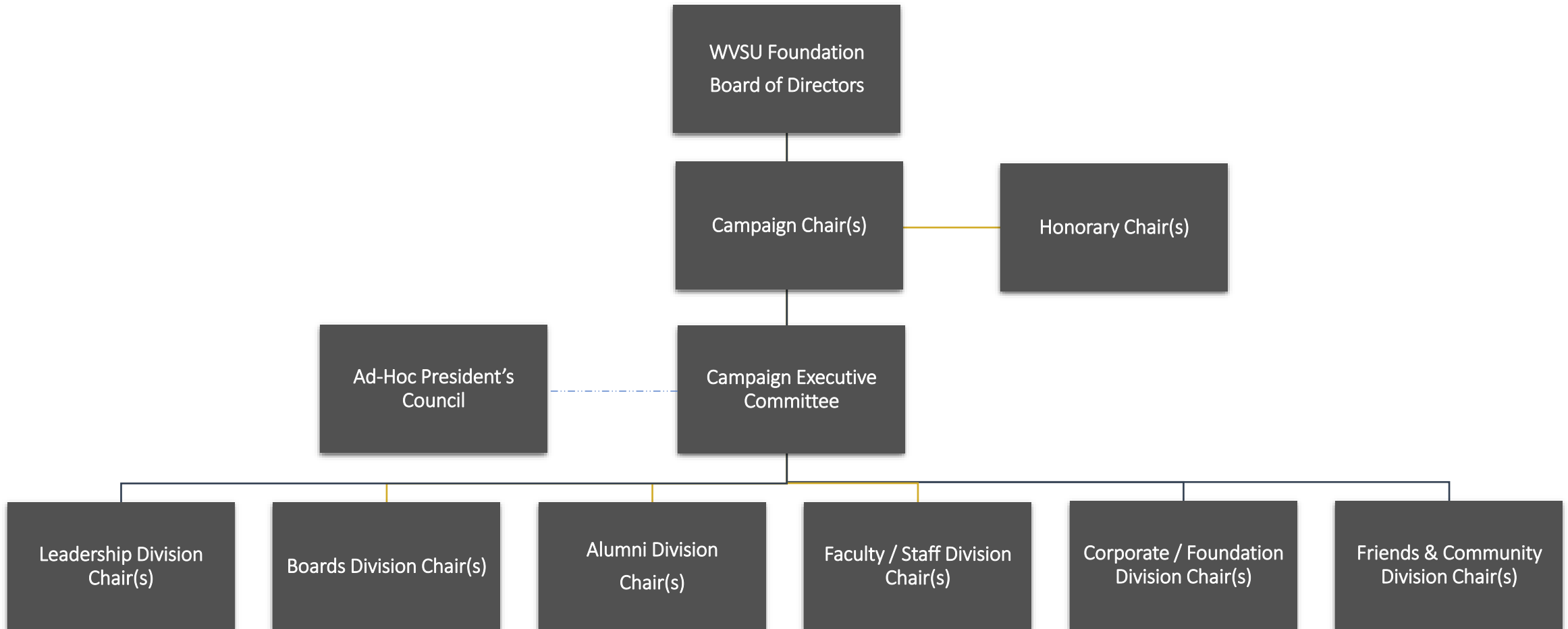
Refine campaign components based on feedback received during the study

Case Component	Total
Capital Projects	\$10,000,000
University Programs	\$6,000,000
Scholarships	\$3,000,000
Endowment	\$3,000,000
Unrestricted Support	\$3,000,000
<b>TOTAL</b>	<b>\$25,000,000+</b>

- All funding components were well-received. The exact distribution of funds should be recommended and endorsed by the President's Campaign Council and Foundation Board.
- When asked if other priorities should be included, participants mentioned that the current plan looks comprehensive. Some suggested that it could be important to include elements aimed at attracting students and enhancing their experience (10), either within the 'Unrestricted Support' message or as a distinct component. Others suggested areas such as Residence Life (8) and faculty and staff fellowships (5).

# RECOMMENDATIONS: VOLUNTEER LEADERSHIP

Cultivate, recruit, and engage a committed group of volunteer leaders



# RECOMMENDATIONS: VOLUNTEER LEADERSHIP

Engage the Board to set expectations about roles and responsibilities and to empower them to play an active role in the campaign

Meaningful Board member engagement is necessary for a successful campaign and encouraging this should be a top priority.

Full Board support will be essential. In addition to their financial support, Board members should engage in:

- Opening new doors
- Making thank-you calls and sending hand-written notes
- Partnering in gift request visits
- Inviting donors to events
- Hosting (or attending) receptions

**75% - 80%** of Campaign funds are typically secured by Board members in three (3) core ways:

- **Opening Doors & Enhancing Relationships**
- **Visiting and Requesting Gifts**
- **Individual Financial Support**

To elevate Board member engagement and provide them with added confidence, CCS recommends implementing tailored orientation sessions to share:

- |                                |                                       |                                      |
|--------------------------------|---------------------------------------|--------------------------------------|
| – Philanthropic trends         | – Role of Trustees in a campaign      | – Expanding campaign awareness       |
| – Fundraising best practices   | – Gift request strategies             | – Building a culture of philanthropy |
| – Sharing the Case for Support | – Handling Frequently Asked Questions | – Stewarding donors                  |

# RECOMMENDATIONS: PROSPECTS

Identify and assign potential donors to build a robust prospect pipeline of potential campaign donors

Gifts		Level	Totaling	Documented # / \$	Verbal # / \$	Pending # / \$	Prospects
Principal Gifts	4	\$2,500,000	\$10,000,000	/	/	/	Names...
	5	\$1,000,000	\$5,000,000	/	/	/	Names...
Leadership Gifts	6	\$500,000	\$3,000,000	/	/	/	Names...
	10	\$250,000	\$2,500,000	/	/	/	Names...
	12	\$100,000	\$1,200,000	/	/	/	Names...
Major Gifts	30	\$50,000	\$1,500,000	/	/	/	Names...
	40	\$25,000	\$1,000,000	/	/	/	Names...
	Many	Below \$25,000	\$800,000	/	/	/	Names...
	107+		\$25,000,000+	/	/	/	

# RECOMMENDATIONS: INFRASTRUCTURE

Develop an operational campaign budget

An ambitious campaign requires significant investments of time and financial resources. Prepare a forward-looking budget to plan for all campaign costs.

- CCS’s experience shows that higher-education campaigns with substantial goals can be conducted successfully with expenses in the range of 5% to 8% of the funds raised (below industry standards of 10%, and often higher in smaller dollar level campaigns).
- A detailed line-item budget should be developed in the initial months of the campaign and should consider:
  - Personnel and support;
  - Donor cultivation events and materials;
  - Brand awareness efforts;
  - Campaign marketing materials (e.g. brochures, video, etc.); and
  - Operational expenses, postage, telephone, supplies

Budget Area	Items	% of Budget
Personnel & Support	<ul style="list-style-type: none"> <li>■ Professional development</li> <li>■ Campaign counsel</li> </ul>	60%-65%
Communi-cations	<ul style="list-style-type: none"> <li>■ Graphic and web design</li> <li>■ Audio / visual</li> <li>■ Printing and materials</li> </ul>	10%-15%
Special Events	<ul style="list-style-type: none"> <li>■ Cultivation activities</li> <li>■ Donor recognition</li> <li>■ Stewardship</li> </ul>	5%-10%
Travel & Meetings	<ul style="list-style-type: none"> <li>■ Transportation</li> <li>■ Meetings</li> </ul>	5%-10%
Contingency	<ul style="list-style-type: none"> <li>■ TBD</li> </ul>	5%

# RECOMMENDATIONS: IMMEDIATE ACTIONS

1. Review Study Final Report (Executive Summary) with WVSU Foundation Board (September 22, 2023), Board of Visitors (October 13, 2023) and Board of Governors (October 26, 2023)
2. Share Two-Page Executive Summary of Findings and Recommendations to Study Participants and Invitees
3. Implement President's Council Phase (October – December)
  - Identify candidates and recruit the President's Council.
  - Refine funding elements and develop an urgent and compelling Case for Support.
  - Develop and approve the Campaign Plan and Timeline, Policies, and Gift Recognition Opportunities.
  - Develop and begin to “work” top 75+ Leadership Gift Prospect Tracking Chart.





Thank You

**ccs**  
FUNDRAISING

# **WEST VIRGINIA STATE UNIVERSITY BOARD OF GOVERNORS**

## **West Virginia State University**

### **BOG Policy #35**

#### **Title: Performance Review for Non-Classified Employees**

##### **Section 1. General**

1.1 Purpose: This policy identifies the performance areas for which non-classified staff are responsible

1.2 Scope: This policy applies to all component units of West Virginia State University (WVSU).

1.3 Authority: West Virginia Higher Education Policy Commission.

1.4 Effective Date:

##### **Section 2. Policy**

2.1 It is the intention of the West Virginia State University Board of Governors that yearly performance reviews will be conducted for all non-classified staff of WVSU.

2.1.1 The evaluation tool(s) for the President are specified separately;

2.1.2 The rating tool to be developed for this policy can be utilized for any non-classified employee of WVSU or the tool may be tailored to the needs of a particular unit upon approval of the relevant vice president or dean;

2.1.3 Evaluations based on the developed tool, or on approved modifications, may provide the basis for the awarding of merit funds which maybe available for distribution to non-classified employees of WVSU;

2.1.3.1 Only non-classified staff which are in permanent positions identified with institutional units will be considered eligible for merit increases.

##### **Section 3. Procedures**

3.1 The evaluation tool, named ***PERFORMANCE REVIEW FORM***, on which any approved modification would be based, will be available in the office of Human Resources.

3.1.1 Evaluations will be based on whether a number of separate performance areas are performed at levels which 1) do not meet requirements, 2) meet requirements, or 3) exceed requirements;



3.1.1.1 A score from 0--10 is awarded by the employee's immediate supervisor for each performance area;

3.1.1.1.1 Each rating is reviewed with the employee by the supervisor;

3.1.1.1.2 Comments or corrective requirements may be added for each performance area.

3.1.1.2 The value of 10 is multiplied by the number of performance areas within the relevant evaluation tool and then scaled to 100;

3.1.1.3 The total raw score of the employee is multiplied by the same scaling factor as utilized in Section 3.1.1.2 to obtain the employee's quantitative evaluation score;

3.1.1.4 The evaluation tool will also provide for various non-quantitative evaluative observations to be made by the supervisor of the employee.

3.1.1.4.1 Both the employee and the supervisor sign off on the evaluation tool indicating knowledge of all the enclosed numerical ratings and comments.

# WVSU and WVSCTC PERFORMANCE REVIEW FORM for Non-Classified Employees

Employees Name \_\_\_\_\_ Title \_\_\_\_\_ Social Security No. \_\_\_\_\_

Supervisor \_\_\_\_\_ Evaluation Period: From \_\_\_\_\_ To \_\_\_\_\_

Department or Unit \_\_\_\_\_ Is Evaluation Period Probationary? ☐ Yes ☐ No

**General Instructions:** The performance areas listed below cover qualities, traits, characteristics and abilities which are important for success on the job. The areas are to be evaluated separately and a numerical rating from 0-10 (10 being high) is awarded for each performance area. Besides recognizing commendable performances, specific job duties or traits which are deficient and specifically what the employee must do to indicate improvement should be described.

**Levels of Performance:**

**Does not meet requirements;** Scores 0-3; performance is at a level much less than required; considerable improvement is needed.  
**Meets requirements;** Scores 4-7; performance is satisfactory; not exemplary but meets overall requirements.  
**Exceeds requirements;** Scores 8-10; meets overall requirements; performance in some regards consistently exceeds requirements.

**Performance Area #1 - Job Knowledge**

Consider adequacy of practical, technical and professional skills and knowledge for accomplishing the job.	<b>Does not meet requirements</b> - has little or poor grasp of practical, technical or professional knowledge.	<b>Meets requirements</b> - knowledge in the field appears to be satisfactory.	<b>Exceeds requirements</b> - is well informed in essentially all areas of the field or specialty.	Score for <b><u>Job Knowledge:</u></b>
	Scores 0-3	Scores 4-7	Scores 8-10	_____

Comments or actions needed related to **Job Knowledge:** \_\_\_\_\_

**Performance Area #2 - Quality of Work**

Consider the extent to which work standards are set and employee consistently achieves high quality results that relate to accuracy, neatness, thoroughness, dependability and usefulness of results.	<b>Does not meet requirements</b> - makes frequent or repeated errors despite guidance—results are of limited value.	<b>Meets requirements</b> - results are useful and acceptably correct.	<b>Exceeds requirements</b> - results rarely contain errors, omissions, or incompleteness.	Score for <b><u>Quality of Work</u></b>
	Scores 0–3	Scores 4–7	Scores 8–10	_____

Comments or actions needed related to **Quality of Work**: \_\_\_\_\_

**Performance Area #3 - Quantity of Work**

Consider how much work is produced in relation to reasonable expectations, availability of adequate resources, etc.	<b>Does not meet requirements</b> - results of work is too limited.	<b>Meets requirements</b> - volume of completed work is satisfactory.	<b>Exceeds requirements</b> - volume of completed work is beyond expectations; is very industrious.	Score for <b><u>Quantity of Work</u></b>
	Scores 0–3	Scores 4–7	Scores 8–10	_____

Comments or actions needed related to **Quantity of Work**: \_\_\_\_\_

**Performance Area #4 - Interpersonal Relations**

Consider the effectiveness of the interactions with staff, visitors, patrons, service users and the general public as applicable.	<b>Does not meet requirements</b> - interactive relationships are unsatisfactory despite guidance and counseling.	<b>Meets requirements</b> - maintains positive relations with others.	<b>Exceeds requirements</b> - maintains highly productive relations with others.	Score for <b><u>Interpersonal Relations</u></b>
	Scores 0–3	Scores 4–7	Scores 8–10	_____

Comments or actions needed related to Interpersonal Relations:

**Performance Area #5 - Critical Thinking**

Consider the extent to which prior thought and analysis of facts and the related situations are done prior to initiating action and problem solving activities.	<b>Does not meet requirements</b> - incomplete consideration of consequences; impulsive responses are too common.	<b>Meets requirements</b> - acceptable analysis precedes actions and problem solving activities.	<b>Exceeds requirements</b> - responsive actions and problem solving activities are well thought out.	Score for <b><u>Critical Thinking</u></b>
Scores 0-3	Scores 4-7	Scores 8-10	_____	

Comments or actions needed related to Critical Thinking:

**Performance Area #6 - Attitude/Cooperation**

Consider enthusiasm, courtesy, adaptability flexibility, general disposition and spirit within the work environment.	<b>Does not meet requirements</b> - a poor attitude makes the individual hard to work with.	<b>Meets requirements</b> - the overall attitude makes the individual reasonable to work with.	<b>Exceeds requirements</b> - very cooperative; demonstrates a good attitude.	Score for <b><u>Attitude/Cooperation</u></b>
Scores 0-3	Scores 4-7	Scores 8-10	_____	

Comments or actions needed related to Attitude/Cooperation:

**Performance Area #7 - Resourcefulness**

Consider the extent to which the individual is a self-starter and handles unexpected difficulties successfully; include the development of new ideas and whether close supervision is required.	<b>Does not meet requirements</b> - requires close supervision; individual demonstrates little personal drive.	<b>Meets requirements</b> - the demonstrates good initiative; is usually resourceful; requires more limited supervision.	<b>Exceeds requirements</b> - adapts readily to change; functions effectively with limited supervision; is a highly effective self-starter.	Score for <b><u>Resourcefulness</u></b>
Scores 0-3	Scores 4-7	Scores 8-10	_____	

Comments or actions needed related to Resourcefulness:

**Performance Area #8 - Planning**

Consider the effectiveness in the planning, organization and completion of tasks, assignments, projects and programs; include the extent to which the individual sets challenging, yet realistic goals.	<b>Does not meet requirements</b> - fails to complete assigned tasks in a timely manner, no indications that goals are set; organized activity not readily apparent.	<b>Meets requirements</b> - strives to set and meet realistic goals; completes tasks in a timely manner; task organization is apparent.	<b>Exceeds requirements</b> - organization is readily apparent; tasks are completed on time; realistic goals are set and met.	Score for <b><u>Planning</u></b>
	Scores 0–3	Scores 4–7	Scores 8–10	_____

Comments or actions needed related to **Planning**: \_\_\_\_\_

**Performance Area #9 - Communication - Oral/Written**

Consider the effectiveness in communicating with users, peers, supervisors, subordinates, the public and others; consider the timeliness, effect and outcomes of communications.	<b>Does not meet requirements</b> - little effort is apparent to communicate with or assist others.	<b>Meets requirements</b> - few apparent difficulties in communicating with others; usually appears considerate of others.	<b>Exceeds requirements</b> - very effective in communicating with others; consideration of others is apparent.	Score for <b><u>Communication - Oral/Written</u></b>
	Scores 0–3	Scores 4–7	Scores 8–10	_____

Comments or actions needed related to **Communication - Oral/Written**: \_\_\_\_\_

**Performance Area #10 - Resource Management**

Consider the effectiveness in the management and conservation of human time, financial, physical and other resources; include the ability to perceive and initiate productivity improvement and cost reduction methods.	<b>Does not meet requirements</b> - few or no steps have been taken to reduce costs and labor or to develop more efficient methods and processes.	<b>Meets requirements</b> - satisfactory resource management activities are apparent; engages in cost reduction activities.	<b>Exceeds requirements</b> - successfully manages resources while seeking new and more efficient approaches.	Score for <b><u>Resource Management</u></b>
	Scores 0–3	Scores 4–7	Scores 8–10	_____

Comments or actions needed related to Resource Management: \_\_\_\_\_

**Performance Area #11 - Overall Contribution**

	<b>Does not meet requirements</b> - contributes very little to the unit despite guidance and counseling.	<b>Meets requirements</b> - usually is a contributor of new approaches and suggestions.	<b>Exceeds requirements</b> - consistently contributes useful ideas; is a goal oriented strong leader who contributes to the team spirit of the unit.	Score for <b>Overall Contribution</b>
Consider the extent to which the service of this individual contributes to the goals of the unit and the end users; are the services consistent and responsible; does the individual demonstrate a team spirit.	Scores 0-3	Scores 4-7	Scores 8-10	_____

Comments or actions needed related to Overall Contribution: \_\_\_\_\_

**Performance Area #12 - Professional Development**

	<b>Does not meet requirements</b> - no apparent steps have been taken to improve professionally.	<b>Meets requirements</b> - pursues professional development activities when readily available.	<b>Exceeds requirements</b> - attempts to stay on top of professional developments in the individual's field and as related to their unit's goals.	Score for <b>Professional Development</b>
Consider the extent to which the individual works toward engaging in professional development on their own initiative, including training, learning extensions, development courses, etc.	Scores 0-3	Scores 4-7	Scores 8-10	_____

Comments or actions needed related to Professional Development: \_\_\_\_\_

1 - Areas of apparent strength: \_\_\_\_\_

2 - Areas of needed improvement and Activity Plan: \_\_\_\_\_

**Overall Numerical Performance Rating:** Sum of Rating Points in the 12 Areas = \_\_\_\_\_; Multiplied by Scaling Factor of 0.833 = \_\_\_\_\_.

The ratings indicated on this form have been discussed with me by my supervisor.



Employee: \_\_\_\_\_ Date: \_\_\_\_\_  
Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_; Reviewed by/Date: \_\_\_\_\_

## **POLICY 14 APPENDIX B**

### **TITLE IX RIGHTS OF PREGNANT AND PARENTING STUDENTS POLICY STATEMENT**

#### **I. Purpose.**

The purpose of the Title IX Rights of Pregnant and Parenting Students Policy Statement is to ensure that the student can participate in West Virginia State University's (WVSU) programs and activities free of unlawful discrimination, Protected Class Discrimination and Harassment and Title IX Sexual Harassment.

#### **II. Scope.**

This Policy Statement applies to all aspects of WVSU's programs, including, but not limited to, admissions, educational programs, activities, services, extracurricular activities, hiring, leave policies, employment policies, and health insurance coverage.

#### **III. Definitions.**

- a. Caretaking: caring for and providing for the needs of a child.
- b. Medical Necessity: a determination made by a health care provider (of the student's choosing) that a certain course of action is in the patient's best health interests.
- c. Parenting: the raising of a child by the child's parents in the reasonably immediate postpartum period.
- d. Pregnancy and Pregnancy-Related Conditions: include (but are not limited to) pregnancy, childbirth, false pregnancy, termination of pregnancy, conditions arising in connection with pregnancy, and recovery from any of these conditions.
- e. Pregnancy Discrimination: includes treating an individual affected by pregnancy or a pregnancy-related condition less favorably than similar individuals not so affected, and includes a failure to provide legally mandated leave or accommodations.
- f. Pregnant Student/Birth-Parent: refers to the student who is or was pregnant. This policy and its pregnancy-related protections apply to all pregnant persons, regardless of gender identity or expression.
- g. Reasonable Accommodations: (for the purposes of this Policy Statement) changes in the academic environment or typical operations that enables pregnant students or students with pregnancy-related conditions to continue to pursue their studies and enjoy the equal benefits of WVSU.

#### **IV. Title IX.**

Title IX of the Education Amendments of 1972 is a federal law that prohibits discrimination based on sex in educational programs and activities. Title IX makes it illegal to discriminate on the basis of sex, which includes discrimination on the basis of pregnancy, childbirth, false pregnancy, miscarriage, abortion or related conditions, including recovery.

WVSU offers support to students who are becoming parents through childbirth, adoption and/or foster care placement.

#### **V. Policy Statement.**

WVSU is committed to creating and maintaining a community where all individuals enjoy freedom from discrimination, including discrimination on the basis of sex, as mandated by Title IX of the Education Amendments of 1972 (Title IX). Sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status, is prohibited and illegal in admissions, educational programs and activities, hiring, leave policies, employment policies, and health insurance coverage. WVSU hereby establishes a policy statement and associated procedures for *THE TITLE IX RIGHTS OF PREGNANT AND PARENTING STUDENTS* ensuring the protection and equal treatment of pregnant individuals, persons with pregnancy related conditions, and new parents. Under the Department of Education's (ED) Title IX regulations, an institution that receives federal funding "shall not discriminate against any student, or exclude any student from its education program or activity, including any class or extracurricular activity, on the basis of such student's pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery therefrom." According to the ED, appropriate treatment of a pregnant student includes granting the student leave "for so long a period of time as is deemed medically necessary by the student's physician," and then effectively reinstating the student to the same status as was held when the leave began. This generally means that pregnant students should be treated by WVSU the same way as someone who has a temporary disability, and will be given an opportunity to make up missed work wherever possible. Extended deadlines, make-up assignments (e.g., papers, quizzes, tests, and presentations), tutoring, independent study, online course completion options, and incomplete grades that can be completed at a later date, should all be employed, in addition to any other ergonomic and assistive supports typically provided by Disability Services. To the extent possible, WVSU will take reasonable steps to ensure that pregnant students who take a leave of absence or medical leave return to the same position of academic progress that they were in when they took leave, including access to the same course catalog that was in place when the leave began.

The Title IX Coordinator has the authority to determine that such accommodations are necessary and appropriate, and to inform faculty members of the need to adjust academic parameters accordingly. As with disability accommodations, information about pregnant students' requests for accommodations will be shared with faculty and staff only to the extent necessary to provide the reasonable accommodation. Faculty and staff will regard all information associated with such requests as private and will not disclose this information unless necessary. Administrative responsibility for these accommodations lies with the Title IX Coordinator, who will maintain all appropriate documentation related to accommodations. In situations such as clinical rotations, performances, labs, and group work, the institution will work with the student to devise an alternative path to completion, if possible. In progressive curricular and/or cohort-model programs, medically necessary leaves are sufficient cause to permit the student to shift course order, substitute similar courses, or join a subsequent cohort when returning from leave. Students are encouraged to work with their

faculty members and WVSU's support systems to devise a plan for how to best address the conditions as pregnancy progresses, anticipate the need for leaves, minimize the academic impact of their absence, and get back on track as efficiently as possible. The Title IX Coordinator will assist with plan development and implementation as needed.

## **VI. Pregnant and Parenting Students.**

- A. WVSU seeks to provide support services to pregnant/parenting students that promote student success. We want students to be educated about their rights and responsibilities under Title IX. You may not anticipate any academic needs associated with your pregnancy; however, your needs may change as your pregnancy progresses. Accommodations may be requested to support ongoing and/or changing needs such as special seating arrangements, breaks, flexible attendance, and early access to and/or extension of assignment or exam dates and time away from classes following delivery for medically-related recovery. Disclosure of your condition early in the pregnancy will help in making the planning process more proactive. To disclose your pregnancy to ensure proper accommodations and support, please follow the process as outlined below.
- B. All pregnancy concerns and pregnancy related absences are coordinated by the Office of Civil Rights and Title IX. Please contact Carolyn Stuart at: [carolyn.stuart@wvstateu.edu](mailto:carolyn.stuart@wvstateu.edu) or at: 304-204-4018 for assistance. If you have questions regarding disability accommodations, please contact Michael Casey at: [sar@wvstateu.edu](mailto:sar@wvstateu.edu) or at: 304-766-3083.
- C. Complaints may also be filed with the U.S. Department of Education's Office for Civil Rights at: Office for Civil Rights (OCR) Rights U.S. Department of Education 100 Penn Square East, Suite 515 Philadelphia, PA 19107-3323 Telephone: 215-656-8541 FAX: 215-656-8605; TDD: 877-521-2172 Email: [OCR\\_Philadelphia@ed.gov](mailto:OCR_Philadelphia@ed.gov) Website: <http://www2.ed.gov/about/offices/list/ocr/index.html> Email: [OCR@ed.gov](mailto:OCR@ed.gov) Web: [www.ed.gov/ocr](http://www.ed.gov/ocr) Complaints may be filed online, using the form available, at [www.ed.gov/ocr/complaintintro.html](http://www.ed.gov/ocr/complaintintro.html).

## **VI. Reasonable Accommodation of Students Affected by Pregnancy, Childbirth or Related Conditions.**

- a. WVSU and its faculty, staff, and all other employees will not require students to limit their studies as the result of pregnancy or pregnancy-related conditions.
- b. The benefits and services provided to students affected by pregnancy will be no less than those provided to students with temporary medical conditions.
- c. Students with pregnancy-related disabilities, like any student with a short-term or temporary disability, are entitled to reasonable accommodations so that they will not be disadvantaged in their courses of study or research, and may seek assistance from the Title IX office.

- d. No artificial deadlines or time limitations will be imposed on requests for accommodations, but WVSU is limited in its ability to impact or implement accommodations retroactively.
- e. Reasonable accommodations may include, but are not limited to: 1. Providing accommodations requested by a pregnant student to protect the health and safety of the student and/or the pregnancy (such as allowing the student to maintain a safe distance from hazardous substances); 2. Making modifications to the physical environment (such as accessible seating); 3. Providing mobility support; 4. Extending deadlines and/or allowing the student to make up tests or assignments missed for pregnancy-related absences; 5. Offering remote learning options; 6. Excusing medically-necessary absences (this must be granted, irrespective of classroom attendance requirements set by a faculty member, department, or division); 7. Granting leave per WVSU's medical leave policy or implementing incomplete grades for classes that will be resumed at a future date; or 8. Allowing breastfeeding students reasonable time and space to pump breast milk in a location that is private, clean, and reasonably accessible. Bathroom stalls do not satisfy this requirement. Nothing in this policy requires modification to the essential elements of any academic program. Pregnant students cannot be channeled into an alternative program or school against their wishes.

#### **VIII. Modified Academic Responsibilities for Parenting Students**

- a. Students with child caretaking/parenting responsibilities who wish to remain engaged in their coursework while adjusting their academic responsibilities because of the birth or adoption of a child or placement of a foster child may request an academic modification period during the first four (4) months from the time the child entered the home. Extensions may be granted when additional time is required by medical necessity or extraordinary caretaking/parenting responsibilities.
- b. During the modification period, the student's academic requirements will be adjusted and deadlines postponed as appropriate, in collaboration among the Title IX office, the student's academic advisor, and the appropriate academic department(s).
- c. Students seeking a period of modified academic responsibilities may consult with their academic advisor or with the Title IX office to determine appropriate academic accommodations requests. The Title IX office will communicate all requests under this policy to students' academic advisors and coordinate accommodation-related efforts with the advisors unless the students specifically requests that their advisors be excluded. Students are encouraged to work with their advisors and faculty members to reschedule course assignments, lab hours, examinations, or other requirements, and/or to reduce their overall course load, as appropriate, once authorization is received from the Title IX office. If, for any reason, caretaking/parenting students are not able to work with their advisor/faculty members to obtain appropriate modifications, students should alert the Title IX office as soon as possible, and the office will help facilitate needed accommodations and modifications.
- d. In timed degree, certification or credentialing programs, students who seek modifications upon the birth or placement of their child will be allowed an extension to prepare for and take preliminary and qualifying examinations, and an extension toward normative time to degree while in candidacy, to the extent those deadlines are controlled by WVSU. Longer extensions may be granted in extenuating circumstances.
- e. Students can request modified academic responsibilities under this Policy Statement regardless of whether they elect to take a leave of absence.

f. While receiving academic modifications, students will remain registered and retain benefits accordingly.

### **IX. Leave of Absence**

a. As long as students can maintain appropriate academic progress, faculty, staff, or other WVSU employees will not require them to take a leave of absence, or withdraw from or limit their studies as the result of pregnancy, childbirth, or related conditions, but nothing in this policy requires modification of the essential elements of any academic program.

b. Enrolled pregnant/parenting students shall adhere to the WVSU Board of Governors' Approved Policy 18. Employee Leave. A student may elect to take a leave of absence for up to 12 months (Section 7. Parental Leave) because of pregnancy and/or the birth, adoption, or placement of a child. The leave term may be extended in the case of extenuating circumstances or medical necessity.

c. Students taking a leave of absence under shall provide notice of the intent to take leave 30 calendar days prior to the initiation of leave, or as soon as practicable.

d. Intermittent leave may be taken with the advance approval of the Title IX office and students' academic department(s), when medically necessary.

e. Students who elect to take leave under this policy may register under a Leave to continue their eligibility for certain benefits. While registered under that status, students who choose to take a leave of absence under this policy can elect to keep their health insurance coverage and continue residing in university housing, subject to the payment of applicable fees.

f. To the extent possible, WVSU will take reasonable steps to ensure that upon return from leave, students will be reinstated to their program in the same status as when the leave began, with no tuition penalty.

g. Continuation of students' scholarship, fellowship, or similar WVSU-sponsored funding during the leave term will depend on the students' registration status and the policies of the funding program regarding registration status. Students will not be negatively impacted by or forfeit their future eligibility for their scholarship, fellowship, or similar WVSU supported funding by exercising their rights under this policy.

h. The Title IX office can and will advocate for students with respect to financial aid agencies and external scholarship providers in the event that a leave of absence places eligibility into question.

### **X. Student-Employee Leave**

a. All student-employees will be entitled to the protections of the Family and Medical Leave Act, regardless of whether they are also students or hold post-doctoral status.

b. Pregnancy and related conditions will be treated as any other temporary disability for job purposes, including leave and benefits.

c. If the School does not provide leave or if employees are ineligible for other leave policies, then: Pregnancy and related conditions will be regarded as a justification for a leave of absence without pay for a reasonable period of time, at the conclusion of which employees will be reinstated to the status that they held when the leave began or to a comparable position, without decrease in rate of compensation or loss of promotional opportunities, or any other right or privilege of employment.

## **XI. Retaliation and Harassment**

- a. Harassment of any member of the WVSU community based on sex, gender identity, gender expression, pregnancy, or parental status is prohibited.
- b. Faculty, staff, and other WVSU employees are prohibited from interfering with students' right to take leave, seek reasonable accommodation, or otherwise exercise their rights under this policy.
- c. Faculty, staff, and other WVSU employees are prohibited from retaliating against students for exercising the rights articulated by this policy, including imposing or threatening to impose negative educational outcomes because a student requests leave or accommodation, file a complaint, or otherwise exercise their rights under this policy.

## **XII. Housing-Related Accommodations**

Contact the WVSU Housing and Residence Life, a Division of Student Affairs and Enrollment Management for all housing matters.

## **XIII. Statement Information Dissemination**

A copy of this statement is available at: [wvstateu.edu](http://wvstateu.edu). Academic Affairs and Student Affairs are responsible for informing all new students and employees about this position, the location of this statement and how to access it as part of New Student Orientation and New Employee Onboarding. Upon request, the Office of Civil Rights and Title IX will make educational materials available to any member of the WVSU community to promote compliance and familiarity with its procedures.

## **XIII. Investigation Procedures.**

Appendix A Procedures located in WVSU Board of Governors' Approved Policy 14 will be used to investigate pregnant/parenting complaints of sex-based discrimination.