

West Virginia State University Board of Governors
Meeting Minutes
Erickson Alumni Center, Grand Hall
October 25, 2018
12:15 p.m.

1. Call to Order and Roll Call

Mr. Lipscomb called the meeting to order at 12:17 p.m. and asked for the roll call.

Members Present: Mr. Buchanan, Ms. Dooley, Mr. Kelley, Mr. Lipscomb, Ms. Seawell, Dr. Smith, Mr. Swingle, and Dr. Vaughan. Mr. Williams participated by conference call.

Members Absent: Mrs. Pitchford and Mr. Jones

2. Verification of Appropriate Notice of Public Meeting

Mr. Lipscomb verified the Appropriate Notice of Public Meeting.

3. Review and Approval of Meeting Agenda

Mr. Swingle motioned for approval of the agenda as presented. Dr. Vaughan seconded the motion, and the motion carried.

4. Review and Approval of Minutes of Previous Meeting

Mr. Kelley noted a typo correction under Item 5.b.changing "Mr. Dooley" to "Ms. Dooley." Mr. Kelley motioned for approval of the minutes of the September 6, 2018 meeting with the correction. Mr. Swingle seconded the motion, and the motion carried.

5. Reports from the Board Committee Chairpersons

a. Audit Committee

Presiding Officer, Mr. Buchanan presided in the absence of the Committee Chair, Ms. Pitchford. The Committee received an update on the annual audit report. Auditors from CliftonLarsonAllen visited campus in September for the final fieldwork. The audit report is due to the Higher Education Policy Commission on October 31. The auditors will present at the December 7, 2018 Board meeting. Ms. Kristi Williams added that, since the Committee's meeting, she received a letter from the auditor with the findings, and she will share that information following the Board meeting.

b. Academic Policies Committee

Committee Chair, Dooley shared highlights from the presentations from the four College Deans on their respective programs and the Online program status. Noting that the Higher Education Policy Commission (HEPC) has agreed to allow the University to offer all current programs online. Testimonials were shared from students about the benefits of completing their degree online.

Other updates on the partnership between the University and Ningbo University in China as well as the report on programs and initiatives in Research and Public Service were given.

The yearly Academic Program Review schedule was given. The Committee discussed how the members would review the programs and requested that the reviews would include challenges and strengths. Dr. Smith noted that a request was made to tour the

new integrated research and extension facility as part of the schedule for the December 7 meeting.

c. Finance Committee

Committee Chair, Kelley reported that the Committee received a budget update for the first quarter. The University collected \$5.3 million in revenue, which is slightly above target, and spending is below target at \$8 million. Because of continuing efforts, purchasing card spending decreased \$200,000, and payroll expenses are down \$100,000 compared to last year.

d. Institutional Advancement Committee

Committee Chair, Lipscomb reported that the Committee received the Comparative Gift report in advance of the meeting. Mr. Lipscomb shared the update of the Advancement activities including, the establishment of an endowed scholarship for David Thaxton to benefit students in the sciences. The Committee also received a fundraising and alumni donor strategy report, detailing goals and strategies to engage alumni and increase Foundation support over the next three years. The advancement goal for 2018 is 2.5M.

The 2018 Homecoming report indicated that there were 398 alumni registered for Homecoming. There were an estimated 400 people who attended not registered. The Committee discussed suggestions for increasing registrations and revenue.

A presentation on the new slogan; "*It Starts at STATE,*" included information on the campaign and marketing campaign roll out.

e. Recruitment and Retention

Presiding Officer, Dooley, presided in the absence of Chair, Chuck Jones. Ms. Dooley reported enrollment management initiatives. The Enrollment Management and Student Affairs team is continuing to build on successes that were shared at previous Board meetings. Members of the staff highlighted the BESSIE College survey, a college survey of student engagement to create a baseline to assess participation. Highlights on the new student orientation and new student Welcome Week activities were discussed. Dr. Jayasuriya and Dr. Yvette Underdue Murph provided an overview on the registration event held on October 18, 2018, during which 307 students registered for spring 2019.

There were further Committee discussions about the retention goal. Dr. Shannon McGhee, Director of Student Retention and Success, working collaboratively with various areas to enhance the wrap-around services and co-curricular activities for students. Information was shared about the 60 and 90-day audits. Dr. Smith expressed appreciation for the updates and reports, stating the importance for the Board to receive regular progress and institutional growth.

f. Presidential Review

Committee Chair, Dr. Smith reported the Committee's activities since the last Board meeting. The Committee has met twice. The annual review process is currently in the 30-day comment period. Dr. Smith reviewed the process in the Bylaws and encouraged

everyone to submit feedback before the end of the comment period, concluding on October 30, 2018. The Committee will meet on November 7 to discuss the comments received. The Annual Review will be presented to the Board at the December meeting.

6. Report from the University President

President Jenkins welcomed everyone and thanked them for attending, encouraging ongoing attendance and participation for engagement. President Jenkins highlighted many of the Homecoming events and expressed his appreciation to everyone who participated and contributed to another great year. He stated that he unveiled his Presidential Scholarship challenge of \$400,000 by June 30, 2019. During the Homecoming Alumni Banquet, Alumni made donations and pledges totaling \$50,000. President Jenkins acknowledged Dr. Tom Guetzloff for contributing \$6,000 to the scholarship fund this morning.

President Jenkins expressed his gratitude to everyone who supported his *Real Men Wear Pink* campaign with the American Cancer Society for Breast Cancer research. Other information about the events on November 9, during the Earl Lloyd Classic, to rename Athletic Drive to Earl Lloyd Way.

Athletic Director, Mr. Nate Burton gave a presentation on the addition of a Women's Soccer program to Athletics. Mr. Burton said that the Athletic Department and the University needed to increase athletic opportunities for women on campus. He provided information on the current enrollment and gender equity compared to future percentages with the addition of Women's Soccer. The program will operate as a club team the first year and will be an official NCAA sport in 2020. The expected expenses for next year total \$74,870 to add soccer; however, private support will be a large part of this program. The team will be playing on the field at the new Shawnee Sports Complex. The program will be able to host clinics, camps, and so forth, as revenue generators. An international and national search is underway for the Head Coach position. Mr. Lipscomb thanked Mr. Burton for all of his work on behalf of Athletics at the University and commended him for a job well done.

President Jenkins shared an update on the Blue Ribbon Commission (BRC) funding proposals. He noted that 92 % of our students come from West Virginia and he has continued to remind his Presidential colleagues of this fact as they debate the proposals. The Commission's report is due to the Governor on December 10. The BRC, Finance subcommittee's recommendation will go to the full Commission tomorrow afternoon. The regional Presidents will continue to make the argument that the model designed by the Presidents is the best funding formula for the state. The Commission is also focusing on the role that the Higher Education Policy Commission (HEPC). Board discussion on the funding disparities relating to support for revenue lost after the community, and technical colleges were separated, and the State match for land grant funding to West Virginia University is a concern. Ms. Dooley inquired about a comprehensive strategy to present to the legislators this upcoming session. President Jenkins responded that he is considering hosting an on-campus dialogue event for legislators in sharing our story.

President Jenkins concluded his report with an overview of updates to the Drain-Jordan Library. The Library has been branded with University colors and logos, with quiet study spaces that have whiteboards and flat panel televisions. The study pods were redone. We

have received positive feedback from students about the improvements. Dr. Yvette Underdue Murph worked with Mr. Marvin Smith on the project. She initiated a fund-raising opportunity for a \$2,500 donation; individuals can have a study pod named in their honor. President Jenkins was pleased to recognize Mr. Burton, Ms. Trina Sweeney, Mr. Eric Jackson, Dr. McGhee, Ms. Jameelah Means, Dr. Underdue Murph, and Mr. Joe Oden for their donations toward this fundraising project. Dr. Smith suggested considering revising the committee schedule if possible to allow time for the Board to tour buildings. Ms. Dooley commented that she visited the student art exhibit at the federal courthouse in Charleston and it is excellent. The exhibition will run through October then move to the Clay Center.

a. President Jenkins reported that the close of the 2013-18 Campus Compact submitted for the HEPC Master Plan, *Leading the Way: Access. Success. Impact* is ending December 31. The University has been successful in submitting the yearly reports to HEPC on its progress toward the established goals. He will report on the University's successes toward the campus compact and master plan to the Board during the December meeting.

b. There were no University Reports forwarded by Committees.

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

There were no matters for discussion during executive session.

8. Other Matters

No other matters were brought before the Board.

9. Next Meeting Date

December 7, 2018

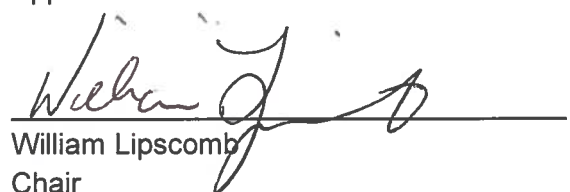
10. Adjournment

With there being no further business, the meeting adjourned at 1:58 p.m.

Respectfully submitted,


E. Gail Pitchford
Secretary

Approved:


William Lipscomb
Chair