

**West Virginia State University Board of Governors
Erickson Alumni Center, Grand Hall
January 29, 2015
Minutes**

1. Call to Order and Roll Call

Chair Susman called the meeting of the West Virginia State University Board of Governors to order at 12:30 p.m.

Present: Ms. Guetzloff, Dr. Guetzloff, Mrs. Jarvis, Mr. Konstanty, Mr. Lipscomb, Mrs. Pitchford, Mr. Salyers, Dr. Smith, Mr. Susman, Mr. Swingle, Dr. Thralls, and Mr. Williams. Several members of the administration, faculty, and staff were also present.

2. Verification of Appropriate Notice of Public Meeting

Mr. Konstanty motioned to verify appropriate notification of the meeting, and Mr. Lipscomb seconded the motion. The motion carried.

3. Review and Approval of Agenda

Dr. Thralls motioned for approval of the agenda as presented, and Mr. Konstanty seconded the motion. The motion carried.

4. Review and Approval of Minutes of Previous Meeting

Mr. Williams noted that he is not listed as present although the minutes refer to him participating by conference call. Chair Susman said the minutes would be amended to indicate Mr. Williams was present. Mrs. Pitchford motioned for approval of the minutes as amended, and Mrs. Jarvis seconded the motion. The motion carried.

5. Announcements from the Chair

Copies of the Self-Study were distributed to the Board, and Chair Susman asked members to review the document carefully in preparation for the reaffirmation training that will be held as part of the March meeting. Additionally, he requested that Board members attend in-person for the training portion, if their schedules permit, as opposed to participating by conference call.

Chair Susman said discussion regarding Title IX regulations was held during the previous meeting, and, since that time, a working group has drafted a revised policy. Ms. McCarthy provided an overview of the draft revised policy. Chair Susman noted that he would like the draft policy to be distributed for public comment prior to the Board having detailed discussion. However, he asked if the Board had any questions prior to the vote on distributing the revised policy for comment. A question was asked about the University receiving legal advice, and Chair Susman indicated that Attorney Jim Newberry with Steptoe & Johnson, PLLC provided guidance and assisted in drafting the revised policy. Dr. Thralls asked if the Board would have an opportunity to view the comments in their entirety or in summary, and Chair Susman said all comments would be provided to the Board in the same manner as previous policies. Chair Susman said a special conference call meeting could be arranged, if needed, to discuss the comments

received. Dr. Guetzloff asked about the significant amount of revisions to the policy and how current information relating to Title IX is in the student and faculty handbooks. It was noted that the handbooks are more up-to-date than the current policy, and the amount of revisions to the policy are necessary due to changes in federal regulations and to the Clery Act. Ms. McCarthy asked if the staff could be allowed to make modifications to the policy in terms of changes to staff titles, and it was agreed that such adjustments could be made, as long as the content of the policy is not changed. Dr. Guetzloff motioned for approval to distribute the draft revised BOG Policy #14 for a thirty-day comment period, and Mr. Williams seconded the motion. The motion carried. Chair Susman asked for the minutes to reflect that the Board is aware of the importance of bringing the University's policy in line with current Title IX regulations and will work diligently with staff on revisions to the policy.

6. Reports from Board Committees

Institutional Advancement:

Committee Chair Susman was unable to attend the Committee meetings. As a result, Dr. Smith presided over the Committee meeting and presented the report.

- Ms. Schumann provided an update on where the University currently stands with giving. The Committee expressed for the record how pleased they are with the progress of the Foundation and University Advancement staff work toward meeting the fundraising goal of \$18 million.
- Recent major gifts include \$25,000 for the Athletics Department; \$100,000 for STEM scholarships; and \$500,000 from a Class of 1960 engineer graduate.
- The Committee received an update on outreach efforts and copies of a calendar of events from Alumni Relations were distributed. There will be an alumni event on campus on February 19 for alumni who live in a 40-mile radius.
- A mentoring program was initiated, and there are currently seven alums paired with students.

Recruitment and Retention:

Mr. Lipscomb chaired the Committee and presented the report.

- The Committee elected Mrs. Pitchford as Presiding Officer in Absence of the Chair.
- As of January 21, 2015, freshman applications increased 47 percent compared to this time last year. There is an 18 percent increase in applications from Kanawha County and an increase of 49 percent from Putnam County. The number of applications from local feeder schools increased overall; this is a result of increased recruitment at these schools. Admits increased 61 percent, from 345 to 546, and transfer applications increased by 13 percent.
- The Mini-State Day initiative has been successful; applications are taken on the spot, students receive information about scholarships and other opportunities, and schedule visit campus visits.
- The Admissions staff continue to participate in college fairs. Additionally, staff will visit the CTCs in West Virginia and surrounding areas. Continuing outreach efforts include First Fridays, Admitted Student Day, and open houses held in the spring.

Finance Committee:

Chair Susman requested to move up the Finance Committee report due to Mr. Salyers having to leave for another meeting, and the Board agreed with the request. Mr. Salyers chaired the Committee and presented the report.

- The Committee discussed items in the audit, and Mr. Jones was asked to gather additional information to clarify those items.
- The University has done an outstanding job in reducing expenditures. Mr. Jones was commended for his attention to the decreased trend on tuition.
- A three percent cut was implemented for the department budgets.
- The Committee reviewed auxiliary accounts, and it was noted that the housing account is trending in a positive directions.

Audit Committee:

Mr. Williams chaired the Committee and presented the report.

- Mr. Williams said there are no new audit matters to report because of the presentation on the financial statements audit to the full Board the previous day. The Board will receive another audit presentation on June 30, 2014.
- Staff will continue to monitor cash accounts.

Academic Policies Committee:

Dr. Thralls chaired the Committee and presented the report.

- The Committee discussed the program reviews, new program proposals, a proposal for a name change, and two follow-up reports on previous program reviews; these items will be recommended to the full Board for approval later on the agenda.
- The Committee also discussed the process for retroactive grade changes, and the Provost will follow-up on this item.
- The Committee will review assessment information from staff at the March meeting, as previously requested by the Chair.

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

Mr. Williams motioned for approval to go into executive session, under the authority of West Virginia Code §6-9A-4, to discuss legal, personnel, and property matters. Mr. Konstanty seconded the motion, and the motion carried.

A motion to arise from executive session and reconvene into regular session was made by Mr. Williams, and Dr. Smith seconded the motion. The motion carried. Chair Susman asked for the record to reflect that the Board only discussed items related to the topics listed, that no decisions were made in executive session, and no motions or votes were taken.

8. Report from the University President

President Hemphill provided an enrollment update for the spring 2015 semester. He said the University will host a Retention Summit on January 31, 2015, and Dr. Vincent Tinto will be the keynote speaker. President Hemphill acknowledged Dr. Naveed Zaman for

his appointment as Interim Dean of the College of Natural Sciences and Mathematics. He also welcomed the Director of the ESL Program, Dr. Lan Wang. President Hemphill gave an overview of the recent trip to Mexico, where he and other University officials met with five universities to renew previous and new partnership agreements and discuss the University's ESL program. Chair Susman noted that the seed money for the ESL program was provided by the Kanawha County Commission.

a. University Reports Forwarded by Board Committees

- Item 8.a.i: President Hemphill said, as recommended by the Academic Policies Committee, he brings before the Board's consideration a program review for the Bachelor of Science in Communications. This review has been endorsed by the Provost's office and presented to the Academic Affairs Committee. After reviewing the materials, the Academic Policies Committee voted to recommend continuation of the program at the current level with one condition: continuation would call for the submission of a follow-up/progress report on assessment including data collection instruments data collected, and analysis of the data collected to the Board of Governors on December 1, 2016. As indicated by Academic Policies Committee Dr. John Thralls, the review is recommended for approval by the full Board. Dr. Smith motioned for the review as recommended for approval by the full Board, and Mr. Swingle seconded the motion. The motion carried.
- Item 8.a.ii: President Hemphill said, as recommended by the Academic Policies Committee, he brings before the Board's consideration a program review for the Master of Arts in Media Studies. This review has been endorsed by the Provost's office and presented to the Academic Affairs Committee. After reviewing the materials, the Academic Policies Committee voted to recommend continuation of the program at the current level with one condition: continuation would call for the submission of a follow-up/progress report on assessment to the Board of Governors on December 1, 2016. As indicated by Academic Policies Committee Dr. John Thralls, the review is recommended for approval by the full Board. Dr. Guetzloff motioned for approval of the program as recommended by the Academic Policies Committee, and Dr. Smith seconded the motion. The motion carried.
- Items 8.a.iii and 8.a.iv: President Hemphill asked Dr. Thralls to provide commentary on the program review follow-up reports for the Bachelor of Arts in Art and Bachelor of Science in Recreation that were reviewed by the Academic Policies Committee. Dr. Thralls said the Committee reviewed the reports and voted to accept the reports. President Hemphill stated for the record that the Board requested to receive any program reviews and follow-up reports prior to March to allow adequate time for extensive review, and he commended the faculty and staff for their work to provide the documents in a timelier manner.

- Item 8.a.v: President Hemphill said, as recommended by the Academic Policies Committee, he brings before the Board's consideration a name change of the Master of Science in Law Enforcement and Administration to the Master of Science in Criminal Justice. President Hemphill asked Dr. Thralls to provide additional commentary that may not have been shared during the Academic Policies Committee report. Dr. Thralls said the name change for this program has been discussed in detail including what level of approval is required. It was confirmed that the name change could be addressed at the institutional level with no further approvals following an endorsement by the full Board. Dr. Guetzloff motioned for approval to change the name of the Master of Science in Law Enforcement and Administration to the Master of Science in Criminal Justice, and Mr. Swingle seconded the motion. The motion carried.
- Item 8.a.vi: President Hemphill said, as recommended by the Academic Policies Committee, he brings before the Board's consideration a program proposal for the Bachelor of Fine Arts in Music Performance. President Hemphill asked Dean Woodard to provide additional comments about the program proposal. Dean Woodard said the program would benefit students majoring in music who do not wish to teach and want to be performers. He noted that the majority of faculty in the Music Department are trained performers with performance degrees from various prestigious institutions. There is no other similar program in this area. Dr. Guetzloff motioned for approval of the program proposal for the Bachelor of Fine Arts in Music Performance, and Mr. Swingle seconded the motion. The motion carried.
- Item 8.a.vii: President Hemphill said, as recommended by the Academic Policies Committee, he brings before the Board's consideration the Intent to Plan for a Master of Education degree in Instructional Leadership. President Hemphill asked Dean Carney to provide additional commentary on the Intent to Plan. Dean Carney said this would be a unique program in the state and surrounding areas. The University looked at relevant research based in leadership, as well as ways to market and expand the program. The University anticipates the program being 100 percent online as one model to increase enrollment, in addition to the traditional classroom setting. Dean Carney said another point of consideration is that the program would allow graduates to obtain a certificate of administration. Discussion has also been held regarding development of a leadership academy to establish partnerships and conduct outreach with local entities. Additionally, the program is in line with goals in the Vision 2020 strategic plan. Dr. Thralls noted that this item would come back to the Board as a program proposal, pending approval of the Intent to Plan by the Higher Education Policy Commission. Mrs. Pitchford motioned for approval of the Intent to Plan for a Master of Education degree in Instructional Leadership, and Mr. Williams seconded the motion. The motion carried.

- Item 8.a.viii: President Hemphill asked Mr. Jones to provide the budget report. Mr. Jones said the December report is included in the Board book. He reminded the Board that the University received a \$1.25 million allocation from the state on January 1, 2015, which will adjust the \$13,000 deficit currently showing in the year-to-date section. The general revenue target is 50% and performance indicators in the report are based on that percentage. The University's total income is only at 42 percent due to the quarterly allocation not being posted to the books when the report was prepared. The actual percentages for all of the areas are as follows: Academic Affairs (49.89 percent) Student Affairs (61.80 percent), President's Area (33.11 percent), University Relations (42.96 percent), Physical Facilities (34.72 percent), University Advancement (48.95 percent), Finance (50.26 percent), and College-Wide (18.07 percent). The majority of the areas are on or below budget. Mr. Jones referred to the footnotes listed at the bottom of the report with additional information on department budgets.

Tuition revenue is running behind due to increased enrollment in categories that are discounted, and some students have not paid their full balance. He said plans have been put into place to correct this, such as additional cost reductions and increased revenues. He noted there are also timing issues where payments that are factored into the budget have not been received. President Hemphill said after reviewing the December budget report, the University called for a 3 percent reduction in expenditures for each administrative area. The vice presidents have been working on recommendations for reductions in their respective area and he will review the information next week. The President said these reductions were not to include any reduction in force or cuts from budgets for academic programs. This measure was put into place to help cover the gap for the tuition shortfall. President Hemphill said another factor is non-collection and the fact that some students enroll, will not pay, and have to be sent to collection. Historically, the University has collected an average of 92 percent each year.

For the auxiliary accounts, housing is trending positively as a result of influx in the residence halls. The Athletics Enhancement funds decreased, which may be due to resurfacing of the tennis courts. Faculty housing remains in a deficit due to maintenance work. The Parking account has positive net activity, and the Bookstore continues to do well.

Before concluding his report, President Hemphill distributed invitations to the Gregory V. Monroe Athletic Complex Dedication and Opening Ceremony that will be held on March 18, 2015.

9. Other Matters

No other matters were brought before the Board for discussion.

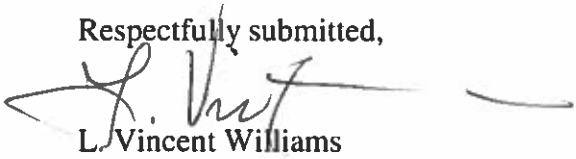
10. Next Meeting Date

Chair Susman said the next Board of Governors meeting will be held on March 19, 2015.

11. Adjournment

With there being no further business, the meeting adjourned at 2:40 p.m.

Respectfully submitted,



L. Vincent Williams
Secretary

Approved:
Tom Susman
Chair

