

West Virginia State University Board of Governors
Erickson Alumni Center, Grand Hall
November 14, 2013
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 12:32 p.m.

Present: Dr. Guetzloff, Mrs. Jarvis, Mr. Konstanty, Mr. Lipscomb, Mr. Rowe, Mr. Salyers, Dr. Smith, Mr. Swingle, Dr. Thralls, Mr. White, and Mr. Williams. Members of the faculty, staff, and administration were also present.

2. **Verification of Appropriate Notification of Public Meeting**

Mr. Swingle moved that motioned to verify the appropriate notification of the meeting and Mr. White seconded the motion; motion carried. The Chair noted that there was a quorum.

3. **Review and Approve Meeting Agenda**

Mr. Swingle motioned to approve the agenda as presented and Mrs. Jarvis seconded the motion; motion carried.

4. **Review and Approve Minutes of September 20, 2013 Regular Meeting and October 25, 2013 Special Meeting**

With regard to the minutes for the September 20, 2013 meeting, Dr. Guetzloff noted that on page seven the retention percentage reads 11% and should read 1.1%. Mr. Swingle motioned to approve the minutes with the correction and Mr. White seconded the motion; motion carried. Mr. Swingle motioned to approve the minutes for the special meeting held on October 25, 2013 and Mr. White seconded the motion; motion carried.

5. **Announcements from the Chair**

Chair Susman deferred to Dr. Smith who, on behalf of the Board of Governors, acknowledged Mr. Rowe's birthday and expressed their appreciation for him. Chair Susman said that he will host a tailgate before the football game on Saturday, November 16, 2013 and he invited all Board members to attend. He announced that Ms. Hallie Mason will be the luncheon speaker at the BOG retreat. Ms. Mason serves as the Public Policy Director for Governor Earl Ray Tomblin. Chair Susman said he is confident that everyone will be impressed by her commitment to education in the state. During the working lunch, he would like for the Board to talk about the need to maintain funding for higher education and what good stewards we have been in maintaining costs. He asked Mrs. Schumaker to provide an overview of the agenda. Chair Susman said a request was submitted to the Higher Education Policy Commission (HEPC) to consider five board training credit hours based on the agenda for the retreat and we are awaiting approval.

6. **Reports from Board Committees**

Institutional Advancement:

Chair Susman chaired the Committee and presented the report.

- The number of donors has increased to 518 so far this year, compared to 780 for the entire last year.
- The campaign is progressing well.
- Homecoming activities were discussed.
- WVSU is making good progress in campaign and Pat Schumann will discuss this later in the agenda.
- Students participated in a phone-a-thon that was held to reach out to alumni.
- The Foundation has drafted a policy related to gifts as well as a document regarding the relationship between the Foundation and the University.

Audit:

Mr. Williams chaired the Committee and presented the report.

- An in-depth discussion was held about the legislative audit and P-Cards. The University's administration has required extra training for P-Card holders. They are also working through the ongoing issue of how to have temporarily expanded limits on the P-Card during certain times for specific travel or purchases.
- Tracking of items was discussed. The Audit Committee recommends that the administration submit language and a proposed Board policy to reduce the amount or set the minimum of what will be tracked in an audit.
- The members received an update on the financial statement audit. No adverse findings are expected.
- Discussion was held about performing an internal review in the spring to ensure that items that were listed in past legislative audits were corrected. Dr. Guetzloff asked about the consequences if someone accidentally makes a personal purchase with a P-Card. Mr. Salyers said that cardholders sign an agreement and these types of purchases are covered in that agreement. However, the recourse may vary based on the incident.

Recruitment and Retention:

Mr. Lipscomb chaired the Committee and presented the report.

- Mrs. Amanda Anderson gave a demonstration on the EMAS software system. The system provides integrated enrollment management to increase the University's efforts in student recruitment. It also allows to target students based on different criteria.
- The committee learned more about the five recruitment stages – identify prospective student, inquiry stage, application for admission, student decision and confirmation. Each stage provides a customized communication system to the student as they go through the process. The system also allows territorial managers to have access while on the field.

Academic Policies:

Dr. Thralls chaired the Committee and presented the report.

- Discussion was held about Dr. Byers' retirement announcement.
- Dr. Byers introduced the new Director of Library Services, Dr. Willette F. Stinson, and Ms. Sherri Shafer, who was named as the new Regents Bachelor of Arts (RBA) program coordinator.
- A search is underway for the Dean of Professional Studies.
- The Committee received a detailed report about accreditation. The Board will receive a presentation later on the agenda.
- Eight program reviews will go to the Committee and full Board this year beginning in January. There will also be follow-up reports from prior program reviews.

Finance:

Mr. Salyers chaired the Committee and presented the report.

- The budget through October was reviewed. Several auxiliary accounts were also reviewed. The Athletics and student housing accounts continue to be in the red, but there have been improvements in other accounts.
- Discussion was held regarding the resolution for the athletic complex.

7. **Possible Executive Session**

Mr. Salyers motioned for the Board to go into executive session, in accordance with West Virginia Code §6-9A-4, to discuss personnel and property issues. Mr. Swingle seconded the motion; motion carried.

A motion to arise from executive session and reconvene into regular session was made by Mr. Swingle. Dr. Thralls seconded the motion; motion carried.

8. **Report from the University President**

President Hemphill acknowledged everyone who participated in the Budget Efficiency Summit. Mr. Mike McKown, State Budget Director, was the keynote speaker. Staff is reviewing the feedback provided during breakout sessions. Following this review, a report will be made available to the entire University for further input. The President thanked Ms. Osborne, Mr. Bennett, and Mrs. Schumaker and their staff for coordinating the Summit.

The President said that the University also recently hosted a GEAR UP Leadership Academy on campus. GEAR UP is a federally-funded program directed by the Higher Education Policy Commission that provides educational services in 10 high-need counties to help students plan, apply, and pay for education and training beyond high school. Approximately 500 GEAR UP students spent the day on campus taking a tour, hearing from a motivational speaker, but their most important and rewarding task was assembling science experiment kits for elementary school students. Students in the University's Chapter of the American Chemical Society assisted with this service learning project. He thanked Vice President McCarthy, Kellie Toledo, Dr. Michael Fultz, and others who made the GEAR UP visit a success.

President Hemphill said he is also pleased to report that renovation and expansion of Fleming Hall, including the Convocation Center, remains on-schedule and on-budget. The University looks forward to an opportunity to showcase the completed project with a ribbon cutting ceremony in late February.

He concluded his comments with an acknowledgement of an announcement that was made recently. Dr. Byers officially announced his retirement as Provost effective June 30, 2014. He will remain part of the administration for an additional year to assist with important issues such as accreditation and master planning. President Hemphill said that Dr. Byers has not only has been a critical component of the University community and the State family for 41 years, but he has also been a dear friend to this University and to him personally. He asked everyone to join him in giving Dr. Byers a round of applause for all he has done for State and all he will continue to do.

a. University Reports

- Item 8.a.i: President Hemphill said while it is pleasing to see an increase of 1.5% in overall headcount enrollment for fall 2013 (2,677 compared to 2,644 in fall 2012), the University has to do better with student retention. When we consider the 2,589 undergraduates enrolled in fall 2012 – and subtract students who graduated, high school enrollments, and non-matriculated students, along with students who returned for fall 2013, we have almost 400 students remaining. He noted that if 200 or even 150 of these 400 students would have returned for fall 2013, overall enrollment for fall 2013 would be at 2,794 (an increase of 183 students or almost 6% over fall 2012) or as high as 2,877 (an increase of 233 students or almost 9% over fall 2012). If 25 of the 138 first-time, full-time fall 2012 freshmen who did not return for fall 2013, did indeed return, instead of 51.5% retention, the University's first to second year retention would be 60%. If 50 more freshmen returned, retention would be 69%. President Hemphill said the Board will have an opportunity during the retreat to learn more about retention and how the University will enhance its efforts moving forward.
- Item 8.a.ii.: An update was provided on the final submission of the Institutional Compacts. President Hemphill thanked Dr. Thralls and the Academic Policies Committee for their comprehensive review. He also expressed appreciation to Mr. Bennett and the group for their work. The final documents, as recommended by the Academic Policies Committee and approved by full Board, were submitted to the HEPC as required. The process for next year's compact will carried out in a less condensed time frame to prevent the need to hold special meetings to review and approve the submission in time for the November 1 deadline.
- Item 8.a.iii.: Work on the creation the University's strategic plan continues. The Vision 2020 committees work wrapped up this fall. The four Committees are:

- Academic, Programs, Research Growth, Faculty Excellence and Reward, and Public Service;
- Building, Renovation, and Technological Infrastructure;
- Recruitment, Retention, Marketing and Branding, and Student Experience; and,
- Philanthropic Giving and Alumni Engagement.

The full planning committee met on October 10, 2013 to hear updates from Committee Chairs. Each committee has given thoughtful consideration to providing meaningful, measurable, and manageable goals which move the University forward in important ways. Review of the committee work is underway. Information regarding the timeline for the writing and production of the plan was also shared. An executive summary will be distributed to the Board at the beginning of the calendar year. The Board Committees and the full Board will receive detailed information regarding the strategic plan with review and consideration by the full Board.

b. University Reports Forwarded by Board Committees

- Action item 8.b.i.: President Hemphill asked the Board for consideration of the update on the trustee agreement for the athletic complex based on feedback from the HEPC. Dr. Guetzloff motioned to approve the revised trustee agreement and Mr. Swingle seconded the motion; motion carried.
- Item 8.b.ii.: President Hemphill asked Dr. Whitehead and Dr. Kiddie to provide an update on the reaffirmation of accreditation. Dr. Whitehead gave a PowerPoint presentation that included background information on the self-study process, which provides the University an opportunity to carefully review where we are in preparing for the reaffirmation visit. She provided an overview of the chronology of the University's process and timeline.

The five criteria committees have reconvened and expect to have a second draft of the second version by December 2, 2013. Dr. Whitehead said they are preparing the electronic evidence room, which must be uploaded eight weeks prior to the visit. An editing committee and logistics team have also been established. An accreditation retreat will be held on December 16-17, 2013.

Dr. Guetzloff asked why LiveText was purchased because of not having an evidence room if we now have to create one. Dr. Byers explained that the evidence room is still electronic, but the team has to have a space to work from and it will not be as extensive as before. Mr. Williams said it seems that there were components we were aware of earlier in the process and could have been addressing, i.e., the Library. Dr. Byers said there have been making improvements to the Library and additional ones will be made to prepare for the visit. He said that this often the case at most universities when preparing for an accreditation visit.

President Hemphill said as he has received briefings and looked at the data and gaps, one thing he feels very good about is that Dr. Whitehead and Dr. Kiddie have both been involved in accreditation visits at previous institutions, and Dr. Carson is an actual reviewer in New England and she will assist the reaffirmation team. Mr. Bennett is also working closely with the group in terms of IT and data. Mr. Williams asked if we should be preparing to make room for capital expenditures. President Hemphill said that the University received one time funding from the state last year and made investments in the Library. The President said that we will continue to brief the Board as requested.

- Item 8.b.iii.: The President said that before calling on Vice President Jones to report on the legislative audit report and budget update, he would like to advise that corrective action has been taken to remedy the issues identified in the legislative audit report. Furthermore, he said the University is committed to being accountable, transparent, and a good steward of public funding. Mr. Jones then provided an overview of the findings.

He said most of the items occurred in 2008, 2009, 2010, and 2011. The findings included the Child Development Center, cash handling, P-Cards and inventory management. Before the Child Development Center closed, most of the records were lost in a flood and there is not much information about what happened with the operations of the facility. Since the time of the findings, we have implemented new cash handling procedures and appointed 12 cash handling sites on campus that are reviewed regularly. With regard to P-Cards, all cardholders were required to retake the training and if anyone failed to do so, their cards were suspended; approximately four cardholders had their cards suspended until they retake the training. Inventory management is being changed in terms of systematic report. The OASIS system will cover a broad range of inventory items. One area of concern was the bookstore and we have replaced the point-of-sale software.

Dr. Thralls asked if there is a follow-up from the auditors when we file our report with response to findings. Mr. Jones said the response normally closes the loop and corrective action is taken before the auditors leave campus. Dr. Guetzloff asked if the new travel policy for the athletic department will come before the Board. President Hemphill said he and Mr. Jones will review the policy and then it will be a public document and available to the Board. Chair Susman noted that it does not require Board approval.

- Item 8.b.iv.: Vice President Jones said the modified cash basis report was updated and distributed in the Finance Committee meeting earlier that day. In the year-to-date columns, Note 1 shows that the University is on a target of 33%; we are actually at 38% of total income, so we are ahead of schedule. Note 2 indicates an additional \$994,000 received, but it has not been posted to this report because of timing. Of that amount, 76% will end up

on the E&G report. Currently, Academic Affairs is at 22.2%, Student Affairs is at 30.75%; the President's area is at 51.2% (note 4), which includes athletic scholarships; University Relations and Operations is at 29.10%, Physical Facilities is at 36% (note 3); Institutional Advancement is at 30.7% and Business of Finance is at 35.08%.

Dr. Guetzloff said the Science Department is not receiving fee money in a timely manner and it is affecting their ability to purchase chemicals, etc. He asked if there can be a better process to prevent this delay so they can get the chemicals and instruments needed for labs. Mr. Jones explained that certain accounts are allowed to be overspent during a period before tuition and fees are posted so that chemicals and instruments are in labs before students arrive. Dr. Guetzloff said that did not happen this year. Mr. Jones said he was not aware of that and he will look into it because there is no directive from his area to not continue that allowance. The Provost noted that he was also unaware of the issue. President Hemphill said it was the first he had heard of it as well. He asked that, moving forward, these types of issues be discussed with the administration prior to Board meetings so they can be addressed.

Mr. Jones continued his report with an update on the auxiliary accounts. He said we lack a payment of \$135,000 from KVCTC from last year and should have received that same amount for this year. The University does not have enough students in the residence halls to balance the housing account. The dining services account looks good at this time, but still have not finalized contract. Dr. Guetzloff asked if we are going to revoke freshmen and sophomore where they have to live on campus. Mr. Jones said we are going to reinforce this rule; the administration has been generous because of the shape of our current facilities were in so we would not lose students.

Faculty Housing had a nearly complete turnover. When residents moved out there was a significant expense for maintenance repairs to get the houses ready for new residents. The parking is starting to rebound. The Bookstore continues to generate surpluses.

9. **Other Matters**


Mr. Konstanty said the Presidential Review Process Ad Hoc Committee met on October 30, 2013 and has a motion to bring to the full Board. He motioned that the Board approve the presidential evaluation procedure, including the hiring of a consultant and the confidentiality and privacy measures regarding the evaluation discussion and distribution, consistent with the practice at other HEPC institutions, as presented and recommended by the Presidential Review Process Ad Hoc Committee. Mr. Swingle seconded; motion carried.

10. **Next Meeting Date**
January 22-23, 2014

11. **Adjournment**

Dr. Guetzloff motioned to adjourn and Mr. Salyers seconded the motion; motion carried.
The meeting adjourned at 3:13 p.m.

Respectfully submitted,


L. Vincent Williams
Secretary

Approved: 
Tom Susman
Chair