

West Virginia State University Board of Governors
Minutes
December 6, 2012

Call to Order. A regular meeting of the West Virginia State University Board of Governors (BOG) was held on Thursday, December 6, 2012. The meeting was called to order at 2:00 p.m. by the chair, Larry L. Rowe. Other members present were Mrs. Millie Booker, Dr. Tom Guetzloff, Mr. William Lipscomb, Mr. Larry L. Rowe, Mr. Gary L. Swingle, Dr. John Thralls, and Mr. Scotty White. Dr. Ann Brothers Smith and Mr. L. Vincent Williams participated by conference call. Mr. Larry Salyers and Mr. Tom Susman were absent. Dr. Brian O. Hemphill, President of West Virginia State University, was present with members of the administration, faculty, and staff.

Approval of Agenda. Mr. Swingle moved that the agenda be approved as presented. Mrs. Booker seconded the motion and the motion carried. Mr. Swingle stated that item 8a would be heard as the first item of business.

Approval of Minutes. Mr. Swingle moved that the minutes for the November 1, 2012, meeting be approved. Mr. White seconded the motion and the motion carried.

Announcements from the Chair. Mr. Rowe stated that the Board is very pleased with the progress, initiative, and energy of President Hemphill and that the University is well served under President Hemphill's leadership. There is a sense of progress and forward movement with plans for Fleming Hall, the athletic complex, and the new residence hall. The 2014-2015 campus will be and feel very different. The University has chosen a new football coach, and the Board is delighted with the changes on campus.

Other Matters: WV Advisory Council of Faculty Report. The advisory council is composed of representatives from each of the four-year institutions and advises the Board of Governors and acts as a conduit to the faculty. Dr. Richard Ford of the Biology Department discussed items that the council is currently addressing:

1. The Time to Degree of 120 hours. The council agrees to change courses so that students can complete their degrees in a timely fashion. The council supports this move and is observing the results.
2. Salary and Benefits are lagging behind. This affects quality of educators and education long term. A cut across the board makes the situation even more difficult.
3. Shared governance. WVSU is in the lead in this regard. The council encouraged the administration to interact with faculty.
4. Affordable Textbooks. The council is aware of the problem of expensive textbooks and is looking for ways to make them more affordable. In answer to Dr. Thralls' question about electronic textbooks, Dr. Ford answered that WVSU students do not prefer them. Dr. Guetzloff wondered why students do not rent books at a reduced price, to which Dr. Ford responded that not many classes use these rentable texts.
5. Outcomes-based Funding. The goal of this proposal is to graduate more students; however, there is not a clear understanding of all the ramifications of the proposal. Mr. Rowe stated that the State would take a percentage of the budget and place it in a pool, then parcel it out based on retention numbers. A school that serves depressed areas might be adversely affected.

Dr. Ford stated that the legislature is still working on the proposal. During a two-day retreat, a points system was discussed that could have each school “shine.” The taxpayers want to place their funds where they will be most successful. The pool is 2-5 percent. Funds provided by the State equal 25 percent. A system that makes further deductions would make administering the educational system more difficult. Mr. Rowe said that he supports the work of the Chancellor who has been with WVSU all along.

Members of the Board commended Dr. Ford on a well-written report and on the individual caring attitude of faculty members toward students.

Reports of Board Committees.

Institutional Advancement

Chairman Rowe reported that giving is up and that the number of “asks” currently out equal about \$5 million. WVSU is receiving good responses.

Administrative changes are being made within Advancement, and they are searching for an individual to create and administer databases. Several new individuals will be joining the department in January.

The Campaign is at \$3.9 million, and the committee has been restructured. The Board feels that Ms. Patricia Schumann is going in a good direction.

Academic Policies

Dr. Thralls reported that work on the accreditation process through the Higher Learning Commission is underway.

Progress is being made on Series 23, the conditional admission of students. The Admissions Committee is working with students who have the drive to succeed, and is working with students who have been conditionally admitted by scheduling regular, individual meetings and monitoring individual progress.

Provost Byers visits area community and technical colleges (CTC) in an effort to build relationships so that students can flow to WVSU seamlessly. The focus is on four CTCs: Kanawha Valley, Southern, Mountwest, and Bridgemont. A number of articulation agreements are in progress or already in place. Provost Byers and President Hemphill are taking a personal interest in reaching out to these institutions.

Regarding progress toward a degree, there is a national trend toward 120 hours without diminishing the quality of the education. The 120-hour goal has been reached in all but three programs, and every effort is being made to maintain an appropriate balance.

The number of credit hours required for math education and math majors present a challenge. The Academic Policy Committee will continue to address this concern.

Dr. Thralls commented on a remarkable report regarding Dr. Ramon Stuart’s working with at-risk students and called it a model program of rich interaction and caring of faculty members for students. Dr. Guetzloff commented that such 1-1 nurturing has its dividends in graduation numbers.

Recruitment and Retention

Mr. Lipscomb reported that fall 2012 enrollment was 2,644. Enrollment for 2013 to date is 18 with 72 applications. WVSU is trying to be more visible and attainable. Current students are on hand during each open house, and there are three recruiters working in Kanawha County and counties out of state.

Enrollment Management met on November 27, 2012, with Clinton Giles, principal of Capitol High School, as part of an effort to feed students into WVSU.

Retention Report:

Total withdrawals	125
Freshman	58
Sophomore	17
Junior	28
Senior	29

Twelve hundred students have 120+ credit hours; 900+ students are in Kanawha County. These numbers form a baseline for next years' comparison.

Dr. Thralls requested a brief explanation of how applications are turned into admission letters. Ms. Kitty McCarthy stated that most applications are received online and reviewed for completion, including test scores. The review committee will meet throughout winter and spring, and will act quickly on applications because students are considering other schools as well as WVSU. Once approved, Admissions sends a package with a certificate of admission; follow-up calls and more communication follow. Financial aid for new students will be announced by March 1 (last year it was May), and by late March for returning students.

Admissions is heavily marketing the online application. In addition, it holds on-the-spot admission in private meetings and at events at other schools or locations. Admissions was very warmly received at Capitol High School. Visits to campus for high school juniors include attending classes and other student engagement, and could become a model program.

Dr. Thralls commented that WVSU has good leadership in the Admissions area.

Mr. White commended Ms. McCarthy for inviting students to participate in Admissions activities.

Audit

In a post audit review, the committee is assessing the occupation of faculty/staff housing on campus. The study is not yet complete, and will include market valuation and the architecture of the buildings.

Legislative auditors are on campus. Deloitte and Touche has not yet forwarded its audit to the Vice President of Business and Finance; however, there are no indications of any problems.

The committee is still assessing the viability of video capture of cash collection points.

Finance

Chairman Rowe reported that the current budget is a little ahead of projections with \$750,000 excess revenue. He appreciated the change from cash to accrual accounting, which offers a better picture of WVSU's financial status.

Bond financing is going well, although slightly down at three percent interest. This assures the availability of \$3 million for Fleming Hall. Local banks are interested. Fleming Hall construction and removal of the natatorium are on target and the renovation should be ready by February 2014.

Architects are being interviewed for the new residence hall, which will have 215–300 beds, suite style. The building will blend with other campus structures and be an architectural statement. Completion is scheduled for fall 2014, and WVSU will be able to buy back the building from the private developer. WVSU is following State requirements for the demolition of Prillerman and Gore halls.

Chairman Rowe commended Mr. Melvin Jones on his responsible accounting.

Report from University President.

President Hemphill reported on the following areas.

Head Football Coach

WVSU has hired Mr. Jon Anderson as the head football coach. He has a strong history of winning (134/26), and is focused on graduating the players and involving them in student and community life. Dr. Hemphill expects to see improvement in multiple areas, and he thanked the community and the Board for their involvement in the search.

Our University Relations team created excellent press packets that attracted media hits (334). Their efforts put WVSU's name across the country!

Commencement

Ceremonies will be held in the Ferrell Hall auditorium at 10:00 a.m. and 2:00 p.m., December 15. This is the first time in 20 years that commencement has been held on campus. Perhaps it will be held outside in the spring 2013. Those Board and staff members attending should plan to assemble 30 minutes before each ceremony.

Campus Closure

WVSU will be closed December 17 through January 2 except for essential services. Research will continue during the closure.

University Advancement

The reorganized Campaign Steering Committee will meet December 11 with co-chairs Diane Strong and Eric Coleman. We are experiencing forward movement in this area.

The committee has been formed for the Black and Gold Gala, which replaces the annual Foundation program. Gordon Gee will deliver the keynote regarding the importance of WVSU as an economic engine for the community. Entertainment will be provided by WVSU students.

Dr. Hemphill will host a reception at his home December 10 for government and business leaders. To date, 95 have responded. Additional invitations were provided to the Board members to distribute, as they may deem appropriate. Dr. Hemphill plans to deliver brief remarks at the 6:00 p.m. event.

Higher Learning Commission Accreditation

Dr. Barbara Ladner, Dean of the College of Arts and Humanities, and Chair of the HLC accreditation, was called upon to report on the progress of the institution's self-study. Among the areas to be considered will be academics of the whole University; sustainability; adaptability to changing student and community needs; and measureable and verifiable evidence of what we are and what we have done. It will help us tell the story of our successes, work more effectively, and answer the question whether we are trying to make ourselves better.

The Criterion Committee has 16 core components. The report, to be submitted in summer 2014, will address mission, integrity, teaching and learning, resources and planning, and effectiveness.

The Steering Committee will oversee all subcommittees and will include representatives from all areas of the University.

The Steering Committee will meet and receive the charge on January 8, and will meet every 2–3 weeks thereafter until its work is completed. It will submit a preliminary report in June 2013, a more complete report in December 2013, and a final report in summer 2014 to HLC. The actual visit by HLC will occur in spring or fall 2014.

Chairman Rowe commended Dr. Ladner on a very organized report that he was sure would elicit favorable acceptance. Dr. Thralls asked that Dr. Ladner's PowerPoint presentation (outline)

be entered into the Minutes. Dr. Guetzloff welcomed the choice of Dr. Ladner's as Chair of the Steering Committee, and Chairman Rowe commented that Dr. Ladner's report was very encouraging and affirming.

Following a brief recess, President Hemphill continued his report.

Budget Update

Ms. Lori Elliott, Assistant Vice President for Business and Finance reported that the budget is on target one third of the way through the fiscal year. Expenses are on or below target, and income is at 42 percent of projection. The budget is also on target for a \$750,000 balance at the end of the year. These funds were pulled at the beginning of the year to help balance the budget at the end of the year.

University All Funds

These funds are all those held with the State of West Virginia. Beginning balance of tuition (\$1.6 million) plus fees, grants, and federal funds totaled \$4.5 million. Balance after expenditures is \$1.4 million in tuition and fees and \$7.1 grand total.

University Auxiliary Fund Activity Report

Dr. Guetzloff inquired if there were any threats to future budgets, to which Ms. Elliott replied that there were none. She continued that we need to get our numbers up, that we have a lot of work to do to improve the current numbers, and that the new residence hall will help WVSU in the long term.

Approval of Intents to Plan

HEPC has approved our intent to plan a 2+2 B.S. in Nursing with Kanawha Valley Community and Technical College for registered nurses to complete the baccalaureate degree. Southern West Virginia Community and Technical College is also interested. This program will allow local nurses to complete the program in the traditional format, and will help to fill leadership roles in health care. At present, RNs wishing to obtain a B.S. must travel to Marshall or University of Charleston, or obtain their degree online. WVSU will be more affordable. After HEPC approval to begin the program, we could see the first students as early as January 2014. The faculty in Hamblin Hall is very excited about this new program.

Chairman Rowe commented that national organizations are now expecting nurses to have a four-year degree. WVSU is reestablishing and retooling the University in the valley, "almost as a pod," because it is a long distance to travel to other schools for nursing programs. This program is a model of how the University will serve the area in the future.

Dr. Hemphill thanked Provost Byers for his efforts in bringing this initiative closer to fruition.

HEPC has approved our intent to plan an M.S. in Public Administration that will meet the needs of West Virginia employers. Marshall and West Virginia University also have Public Administration programs; however, our interest is legislation, while their focus is different.

Chairman Rowe noted that we are focusing our programs to students and jobs in the Kanawha Valley. It is doable to obtain a four-year degree in government in a program that teaches budget and committee work, and that is germane to the health system. The program could begin in spring or fall 2014.

Demolition of Prillerman and Gore Halls

We will begin the discussion process with the WV Cultural Center committee in March or April 2013. Signage in the new residence hall will honor the former administrators: Byrd Prillerman was president of WVSU and a friend of Booker T. Washington; Howard Gore was a governor of West Virginia.

In his concluding remarks, Dr. Hemphill commended Dr. Donna Simon, who compiles these reports to give the Board timely information. He also stated his appreciation for the Board's support on complex issues and wished all present a happy holiday.

Dr. Thralls commented that President Hemphill and his staff hit the ground running and, at mid-year, the Board is happy with the direction the University has taken.

Chairman Rowe stated that the President's Cabinet is an impressive team accomplishing impressive work. We may be at a new level of fundraising, and he appreciates all that the administrative team has done.

Adjournment. There being no further business, Mr. Swingle moved to adjourn, and Dr. Guetzloff seconded the motion. The meeting was adjourned at 4:01 p.m.

Respectfully submitted,

Tom Susman
Secretary