

**West Virginia State University
Board of Governors Meeting Minutes
Erickson Alumni Center
March 7, 2013**

I. **Call to Order:** A regular meeting of the WVSU Board of Governors (BOG) was called to order at 2:00 p.m. by Chairman Larry Rowe.

Present: Dr. Tom Guetzloff, Mr. Paul Konstanty, Mr. William Lipscomb, Mr. Larry Salyers, Dr. Ann Brothers Smith, Mr. Tom Susman, Mr. Gary Swingle, Dr. John Thralls, Mr. Scotty White, Mr. L. Vincent Williams. Excused was Mrs. Millie Booker.

II. **Verification of Appropriate Notification of Public Meeting: Notification was verified.** The Chairman noted that there was a quorum.

III. **Approval of the Agenda:**

Mr. White moved to approve the agenda as presented; Mr. Williams seconded the motion—carried.

IV. **Approval of Minutes of January 24, 2013:**

Mr. White moved to approve the minutes as written; Mr. Williams seconded the motion. Mr. Williams suggested an amendment to the January 24, 2013, minutes stating that he was present by conference call; and Mr. Swingle was excused. Mr. Rowe asked Mr. White if he would accept the amendments to his motion—Mr. White agreed. The motion to approve the minutes as amended was carried.

V. **Announcements from the Chairman:**

- Mr. Rowe reported that WVSU has a new Controller, Mike Fredericks, CPA and alumnus; and the new Analyst, Sabrina Mitchell. They will be formally introduced to the BOG at a future meeting.
- The budget cuts that the Governor of the State of West Virginia proposed will go into effect; WVSU will be able to accommodate that budget reduction.

VI. **Reports of the Board of Governors Committees:**

Institutional Advancement

Mr. Rowe chaired the committee and presented the report.

- The Black and Gold Gala will be held at the Charleston Marriott on April 6. The invitations have been sent. A number of corporate sponsors are participating in the Gala. Unlike previous years, all participants will contribute to attend the Gala, and the WVSU Foundation Board is encouraging all its members to contribute to

the Foundation. Mr. Rowe encouraged the BOG to participate in the University's endeavors, although, it is not a requirement.

- Updating the addresses database is a priority. Consultants will be utilized to verify its accuracy. Data includes 700 more contacts listed; 1,700 emails, of which 768 are new emails; 2,400 additional individuals who have contributed or who are alumni; 450 contribution prospects; 1,600 responses to the *Harris Book of Alumni*; 900 new residential addresses; and 860 email addresses have been updated.

Dr. Smith asked if there is a deadline for the *Harris* publication information to be submitted. Mrs. Belinda Fuller responded that it is the end of April.

- WVSU will have a presence at the West Virginia State Fair and at spring commencement. There will be an alumni night at the local race track. By the end of the Gala, the endowment funds status should be higher than last year.

Dr. Smith stated that some Alumni Chapters are saying that they do not see their scholarships listed, nor the National Association Scholarship listed on the WVSU webpage. Ms. Schumann responded that there is a special section for scholarships for the Alumni Association and Chapters.

- An email alumni survey is being conducted to connect to alumni and have them provide correct name, etc., 117 alumni have participated in the survey, which is accessible through the website.

Academic Policies

Dr. Thralls reported that the committee's primary focus today was the program reviews. The committee reviewed extensive information on the Economics, History, and Political Science programs. The complete process includes the campus program independent review committee, after which it is forwarded to the Provost, who performs a review and confers with the President. Out of this process comes a recommendation to the BOG; then, it is sent to the HEPC. There was a recommendation of program continuation with some required follow-up.

- The committee continues to receive reports from the Provost on the math program. There are still some concerns regarding enrollment and graduates in that department.

- Dr. Simon reported on the Higher Education Compact Update for this year. In November, the BOG approved updates for the fourth Compact. Dr. Simon informed the BOG that the HEPC approved the Compact without condition.

Chairman Rowe commented that, in prior years, the Compact Updates submitted required revision, so the fact that this one was accepted without condition shows great progress.

Dr. Guetzloff commented that the lack of an assessment coordinator is starting to show in the program reviews. Chairman Rowe stated that Dr. Simon has addressed that issue and is working on hiring an individual with the right qualifications.

Recruitment and Retention

- Mr. Lipscomb reported that Ms. JoAnn Ross, director of Financial Aid, provided a presentation recapping the 2012-13 academic year disbursements. The federal aid was a little over \$15 million; state funds were approximately \$2.3 million, slightly less than in 2011-12, which was due to lower enrollment. A new outreach program was implemented to encourage students to submit the FASFA earlier than in the past. The program will continue through April 19 so that students will have the opportunity to receive assistance in completing their forms for financial aid. These workshops will be held in the Student Union; 189 students in January had requested assistance with the financial aid process.
- Updates and changes for 2013-14: Recertification Application to participate in federal programs is due March 31.
- Title IV: Students who do not have high school diplomas are no longer eligible for federal funding. Financial aid applicants have to participate in a verification process prior to receiving financial aid awards. The federal sequestration may impact the Work-Study Program, direct loans, and supplemental education opportunity grants.

Ms. Ross is in the process of developing a policy and procedures manual to ensure WVSU is in compliance with federal and state regulations, and to educate students and the University community about policies and programs that can impact eligibility and funding.

Audit

The committee discussed the Malden property and decided some of the issues may need to be discussed in the Finance committee. Some costs associated with the property were thought to be disproportionately high, however, there did not seem to be any audit violations with regard to the property.

- Other matters: There were questions about the cost of the audit.
- Mr. Williams asked if there needs to be a motion to accept the audit. Chairman Rowe did not think a motion was needed, just acceptance.

Finance

The committee reviewed the year-to-date finances compared to budget. Mr. Salyers reported that finances are at 58% of expenditures. In total, operations are under budget.

- Update on Bonds financing: The last trust closed March 2, 2013.
- New residence hall facility is still on track for August 2014 opening. There is a new contractor—Ambling.
- Review of the audit and some expenses for off-campus facility and associated costs: The committee had discussions that led to the request of the Finance Committee to prepare a report of all the facilities off-campus, expenses associated with them, potential revenues, cost saving measures and contracts. The report will be provided for the next committee meeting on April 25.
- Tuition waivers could add to increased enrollment. Mr. Jones will review expenses.
- Mr. Salyers mentioned that the Minutes of the HEPC meeting contained kudos for WVSU. The audits for all the universities were reviewed collectively. WVSU received a special mention for being fiscally strong.

Chairman Rowe state that WVSU is one of the few entities that ranks high on the HEPC category—ahead of almost every other school. In terms of financial strength, expenses and revenues, WVSU is at the top—perhaps number three. In 2011, the institution was off the chart, and now it is on the chart with top ranking. However, there is still room for improvement.

The President recognized that State’s Quiz Bowl Team, which included Board member Scotty White, placed third in the pre-national Quiz Bowl Tournament held at Tennessee State University. The team, composed of two Communications majors and two Mathematics majors, earned the opportunity to proceed to the National Tournament in Los Angeles on April 9. The coach and faculty advisor is Mrs. Belinda Fuller. Chairman Rowe stated, “You do us great honor—we are delighted. Thank you and congratulations.”

Break to Executive Session

The motion to go into executive session was made by Mr. Konstanty; seconded by Mr. Williams. Motion carried. The BOG went into executive session according to code 6984.

The motion to come out of executive session was made by Mr. Konstanty; seconded by Dr. Guetzloff. Motion carried.

Chairman Rowe stated that no votes were taken during executive session.

VII. President's Report

- Enrollment Updates: Applications for new freshmen are up 26.5 percent; there were 1,588 applications from freshmen; last year, there were 1,255—an increase of 333 applications.
- Number of students accepted to the University rose 70.6 percent; 413 students accepted in comparison to 242 last year at this same time.
- Several entities on campus have been involved with the admissions process. Dr. Hemphill commended the faculty and deans who sent letters to admitted students. These efforts have also assisted with the registration process.
- WVSU will hold its first Admitted Student Day on Saturday, April 13. This event is designed to further engage prospective students and their families with the faculty and staff. A part of this effort is being led by new acting director of Admissions, Ms. Amanda Anderson.
- The financial aid packages went out on March 1. The President recognized Ms. JoAnn Ross and her 20+ years of experience in the field of financial aid. Vice President Kitty McCarthy and the enrollment management group were also recognized.
- As of February 26, we have received a total of \$2.1 million in gifts and pledges. This brings the Capital Campaign total to over \$4 million.
- New campaign materials have been developed with the theme of “Realize the Promise, Deliver the Future.” Ms. Pat Schumann distributed the new campaign folders, which contained an information brochure on all the key areas including academic programs, faculty support, endowed chairs and professorships, capital improvement, information technology, and scholarships as a part of the campaign. The folder also contained information on areas of fundraising concentration to reach the \$12.5 million goal. The campaign is still in the “silent phase” and will remain so for the next 14 months.
- President Hemphill related two promising conversations he had regarding significant gift opportunities and scholarships—the naming of the Fleming Hall convocation center; as well as the athletic complex. He is confident that these

conversations will lead to additional commitments to the University that will be included in the summer gift reports.

- The President added that we are also focusing on endowed chairs and endowed professorship opportunities.

Chairman Rowe interjected that a motion from the executive session needed to be addressed before Mr. Williams left. ***Mr. Susman made a motion, arising out of executive session, proposing that the present administration be authorized to explore and negotiate a real-estate transaction that might be beneficial to the University, and report to the BOG before anything is finalized. The motion was seconded by Mr. White, and was carried.***

- President Hemphill encouraged the Board members who will be in town on March 19 to stop by at the State Capitol for the WVSU Day. There will be 43 University displays that will include the academic colleges, athletic programs, individual offices, and admissions, among others.
- There will be an evening reception at the Marriott, as well.

Action Items before the Board

- Academic Program reviews for a B.A. in Economics, History and Political Science. The President asked the Board to endorse the recommendations of the Academic Policy Committee as follows:
 1. The B.A. in History—President asked the Board to continue the program at the current level of activity without specific action. *Motion to adopt the plan was made by Dr. Thralls; seconded by Dr. Guetzloff—motion carried.*
 2. The B.A. in Political Science—President asked the Board to approve the committee’s recommendation for continuation of the program at the current level of activity with the following specific action:
 - Improved activity and student assessment with a follow-up report due December 1, 2015, showing analysis of data collected, and any program changes made as a result of the implementation of the assessment plan. *Dr. Guetzloff moved to approve the plan; Mr. White seconded—motion carried.*
 3. The B.A. in Economics—The President asked the Board to approve the committee’s recommendation for continuing the program at a reduced level of activity with the following actions:
 - Develop a comprehensive assessment plan and collection of data, and a follow-up report due December 1, 2014. The Provost will be asked during the meeting on December 2013 to provide a departmental update regarding its progress. *Dr. Guetzloff moved to*

approve the recommendation; Mr. Salyers seconded—motion carried.

- The President continued: There is significant progress in the areas of alumni engagement and University Advancement. Continuous updates to the alumni database are allowing for more effective communications.
- New events have been added to our traditional Homecoming Calendar in order to appeal to a broader range of graduates.
- Last month, members of the WVSU Foundation met to discuss engagement in the momentum around the Capital Campaign and discuss the success of the April 6 Black and Gold Gala.
- Mr. Jones presented the budget report (page 13 in the Board book). He also reported on the E&G budget. The University is below budget, as of January. We are still controlling expenses so that we will end the year on budget.
- The auxiliary accounts were addressed. Mr. Jones reported that students pay fees for the Student Union, so with fewer students there are fewer funds. This was reflected in December, but in January the funds increased with the start of the spring semester.

Dr. Guetzloff asked if there were any plans to retire Hill Hall. Mr. Jones said “no.” There is a reevaluation of office space every year because the Cole Complex has empty space now. This has allowed many faculty members to move out of Hill Hall, and the plan is to always have faculty close to student activity and the classrooms, and Hill Hall is not scheduled for retirement.

- President Hemphill announced that spring Commencement will be on campus in the Ferrell Hall auditorium again. The ceremonies will be at 10 a.m. and 2 p.m., closed seating, and the event will be broadcast in the Student Union for overflow. Each college will provide a reception for its graduates and their families following the ceremonies.

Chairman Rowe stated that, during the last meeting, the question was raised about the BOG evaluation of the President. The HEPC requires an evaluation at the end of the first year, by June 30. The Executive Committee will convene a meeting to consider standards and performance, and then conduct an evaluation. Dr. Simon stated that this would be an informal review, according to the Chancellor.

Dr. Smith asked for a copy of the contract so that she could know what is to be reviewed.

Chairman Rowe said that an announcement will be made regarding the committee meeting and a synopsis of the contract and items for discussion will be reviewed. The review will occur in Executive Session; the contract is a public document.

Chairman Rowe suggested that the Board take a formal photograph during the April meeting. An email will be sent to all the members as a reminder to wear black and gold.

Dr. Thralls asked if there are any legislative bills of significance that relate to higher education. Dr. Simon said that legislative information will be included in the next BOG Bulletin.

Dr. Guetzloff made a motion to adjourn; seconded by Mr. White. Motion carried.

VIII. Adjournment: 4:15 p.m. The next meeting will be on April 25, 2013.

Respectfully Submitted

Tom Susman, Secretary