

Minutes
WEST LIBERTY STATE COLLEGE
BOARD OF GOVERNORS
Wednesday, April 19, 2006

ATTENDANCE:

Board Members: Clyde Campbell, Al de Jaager, Lynne Exley, Dan Joseph, Roseanna Keller, Mary Kosar, John Moore, Bernie Twigg, Aaron Wilkinson

Unable to Attend: Larry Miller, Will Turani, Dan Greathouse

Administration/Faculty/Staff: J. D. Carpenter, Scott Cook, Matthew Cottle, John Giesmann, Patrick Henry, Brenda King, Melinda Kreisberg, Donna Lukich, John McCullough, Jim Watson, Ron Witt

1. **Call to Order:**

Prior to the meeting being called to order, Student Government President Aaron Wilkinson introduced Mallory Clegg, Chair of the Academic Affairs Committee. She announced that Al de Jaager was voted Professor of the Year. Al's name will be added to a plaque listing previous winners, and will be announced at the upcoming Honors Convocation.

Mr. Twigg then congratulated Aaron Wilkinson on his recent re-election to the position of Student Government President.

West Liberty State College Board of Governors jackets were distributed to each of the Board members. Mr. Twigg stated these jackets are team jackets to wear as part of their job as recruiters for WLSC. Members should wear the jackets proudly and influence those they can and to encourage families to look at WLSC.

Mr. Twigg then called the meeting to order at 5:30 p.m.

2. **Approval of Minutes:**

Full Board
02/01/06

Executive Committee
01/30/06

ACTION ITEM I:

Mr. Twigg asked if there were any changes to the minutes. A motion to approve the minutes of the full Board of February 1, 2006, and the Executive Committee of January 30, 2006 was then made by Mary Kosar and seconded by Aaron Wilkinson; motion passed unanimously.

3. **President's Report:**

Dr. McCullough stated that Dr. Bruce Flack, Interim Chancellor, will serve as commencement speaker in May. Dr. Flack is a long time supporter of WLSC. Prior to being appointed interim Chancellor, Dr. Flack served as Director of Academic Affairs on the Higher Education Policy Commission. Dr. Flack's stepdaughter is currently a student at WLSC.

On Wednesday, April 12th, the formal closing on the Consol Energy facility was held. Dr. McCullough thanked Dr. Campbell and the Foundation for their role in facilitating this acquisition. The property is appraised at approximately \$300,000 and is owned by the Foundation. We are currently keeping our options open on how to utilize the facility.

The Media Arts Center is scheduled to open for student usage in January, 2007. Al de Jaager has been instrumental in the planning and operations taking place. The Center will be a showcase and an attribute to the campus and the broadcasting program.

The annual spring faculty meeting was held this noon. Dr. McCullough and Dr. Lukich provided campus updates and information and thanked the faculty for their excellent work this academic year.

Matthew Cottle joins the meeting this evening. Matthew started on Monday and is off to a great start as Vice President for Institutional Advancement. He has been making the rounds on campus and meeting everyone. Part of Matthew's plans for the Office of Development are a redirection and reemphasis on raising scholarship dollars. We are looking at more scholarship dollars than ever before this fall and need to continue this effort in order to be competitive in the student-recruitment market.

Dr. McCullough was in Florida two weeks ago for the 20th Annual meeting of the WLSC Florida Alumni Chapter. This is a very active group and they send their regards. Alumnus John Liptak hosted the event, and Ron Witt did an outstanding job in coordinating this event. Susan Oglinsky with the Development office also attended and brought back some donations from the event. This was not the key purpose of the

meeting but a great added benefit. This fall we could have approximately 15 Florida residents attending WLSC, thanks, at least in part to members of the Florida Alumni Chapter.

Dr. McCullough will be in Florida again this Friday for the presentation of the National Accreditation for the School of Business Administration by the IACBE. An outstanding job was done in this accreditation process by Dean Betsy Robinson and Chairs Mike Turrentine and Carrie White. This accreditation brings us to approximately 30 nationally accredited (or meeting national standards) programs, which is very impressive for a school the size of WLSC.

4. **HEPC and Legislative Update (www.hepc.wvnet.edu):**

Budgets have been finalized in Charleston, and Pat Henry will have more information on this later in the meeting. The annual experience increment has been approved for faculty. This type of increment has been in effect for other state employees for many years and will be given to faculty beginning in July of this year.

Dr. Brian Noland was named the new Chancellor. Dr. Noland joins the West Virginia HEPC from the Tennessee higher education system. At 38 years of age he is the youngest chancellor in all 50 states. As with any new chancellor, he will be making his rounds in the state and will eventually be on campus. We wish him well in leading us forward.

There was no omnibus-type of legislation this session and was relatively quiet for higher education. Next year could be interesting with a new chancellor. All in all, it was a modest year with legislation, except for the AEI for faculty.

5. **Academic Affairs:**

Dr. Lukich stated the Curriculum Committee has approved a new concentration in Communications; the Digital Media Design program. This concentration would combine Journalism, Broadcasting, Graphic Design, and Theatre for the diverse production-type jobs to produce media in the new digital format. Students are already interested in this concentration and some will be switching into it in the fall.

Dr. Tammy McClane of Wellsburg, WV was hired for Clinical Psychology position. We continue to search for seven additional faculty members, those being one for Political Science, one in Biology, one in Nursing, one in Music, two for Business, and one in the developmental area of Psychology.

The HEPC international conference will be held next week in Charleston. WLSC will be well represented with two faculty members, representatives from the Student Affairs division, and Dr. Lukich. We will bring back any information possible to advance the College in multicultural and international opportunities.

6. **Enrollment Update:**

Dr. Carpenter provided a breakdown of information previously requested by the Board. The chart tracks students when they do not reregister, return, or graduate from WLSC. Dr. Carpenter stated there was nothing shocking or that bucked any trends that you find nationally when you look at attrition at colleges and universities. Commuters tend to drop quicker than residents, male vs. female ratios, and ACT composite averages are within a point or two of institutional averages. We will continue to refine this report to a more informational format. This is a slow process because we are creating reports that have never existed previously. We are anxious to see what happens when we pull down the part-time student information.

Markers are in place at this point on where we would be with fall enrollment. Fall pre-registration for students currently enrolled ended last week and we are slightly ahead, which is a very good marker. Registration and applications for fall are tracking at a higher number, too. Previous numbers with pre-registration for the last two years were down over 100. Dr. Carpenter cautioned the fact we have not done pre-registration the same way twice since he has been here. Mr. Twigg stated that being ahead at this point is "big."

Freshmen numbers are ahead and transfers are slightly behind last year's figures. Transfer students are notoriously late in transferring and registering for classes. Financial aid awards are up, housing reservations are up, and we are cautiously optimistic. When asked on specifics as to why this is occurring, Dr. Carpenter stated it could be a multitude of things. The recently held Superintendent's Consortium, recent retention initiatives, faculty and staff assistance along with student affairs, and working with students when we see they are struggling before it's too late. It's an institution-wide effort that is starting to pay off.

Dan Joseph asked about the change in the minimum ACT score taking place in 2008. He noted the new score of 18 is not very far off from WLSC's average student. Do we have an estimate on how many student we could lose with this change? Scott Cook estimated 30%, but Brenda King stated that each situation is different. Although the average score will be higher, the wording change in how each score is looked at will also make a difference in a student's acceptance.

7. **Enrollment Management Plan:**

Dr. Carpenter turned this item over to Scott Cook and Brenda King. Scott and Brenda have been absolutely instrumental in taking the lead through this document. Mr. Cook stated that we have known for two years that we needed to put together a comprehensive enrollment plan. Every meeting and conference he has attended has stressed the need to put a plan together and engage the campus community. A plan was in place 16 years ago which focused on enrollment; even ten years ago; five years ago. In the last few years we have lost that focus. Four months ago we had more than 50 individuals in a meeting representing all areas of the campus community. A frank discussion we held on where we needed to go with enrollment. Discussions involved metro fees, scholarships, marketing, and what to do to enhance our marketing initiatives. Athletic and admission recruiters know there is a gold mine in Ohio. There is no system in Ohio that represents what we have at WLSC. You will note that there is oversight responsibility with the plan. Each action item has a time frame and accountability for each item. If an item falls through the cracks you will be able to look and see who dropped the ball. As we move forward with the plan, we encourage the Board to expect regular updates at your meetings. You should force the issue and ask for updates. The first step will be to reengage the campus to recruit and retain. At this point we are on track with the plan.

Dr. McCullough thanked Scott and Brenda for their outstanding work and the involvement from all constituents on campus. We have in place a good workable road map.

8. **HLC/NCA Accreditation Overview:**

Dr. Lukich gave a brief overview of the upcoming accreditation visit before turning the discussion over to Mr. Giesmann and Dr. Kreisberg. The accreditation we are preparing for will not take place until November 2007. This accreditation is for the entire campus and takes place every ten years. WLSC has a designated team of folks who have coordinated a committee to oversee the entire process. The three key individuals are John Giesmann, Liaison to the Higher Learning Commission/North Central Association. John will keep us up-to-date with what we need to know. Dr. Melinda Kreisberg will monitor standards we will be following and put together the final self study. Dr. Richard Brown, who was unable to join us this evening, will handle the breakdown of faculty working groups who will be gathering data for the writing of the report, which Melinda will be engaged in finalizing.

Mr. Giesmann then directed the Board to a 16-page brochure published by The Higher Learning Commission entitled "Institutional Accreditation: An Overview." Much of what we are telling you this evening is referenced in the brochure. Accreditation of schools and colleges across the country is provided by six regional associations. The NCA is responsible for accreditation in 19 states, from Arizona in the west, to West Virginia in the east. One of two corporations within the NCA accredits K-12 schools. The second of the two corporations is the Higher Learning Commission, located in Chicago, which accredits over 1000 institutions of higher education.

Every ten years a college is involved in a comprehensive evaluation process. We have just begun the two-year part of that process in which we conduct a self-study and write a report. That report will be submitted to the Higher Learning Commission in September of 2007 for distribution to an evaluation team of four or five consultant-evaluators. This team of trained volunteers from other institutions will then conduct our comprehensive visit in November 2007 and make their report to the Commission.

In addition to the oversight provided by the Coordinating Team appointed by President McCullough, we will be forming six working groups to gather materials for the self-study report. Others will be involved in organizing an exhibit room, which will contain supporting documentation that provides detail beyond that of the report itself. The composition of the Coordinating Team and working groups will represent the entire spectrum of faculty, staff, administration, and students.

Although the evaluation process of the Higher Learning Commission can be viewed as a once-every-10-year event, it is probably best understood as a culmination of assessing our students and educational programs; a compilation of our goals and plans for West Liberty State College. Much of the internal review processes that go forward routinely, including the direction this Board provides, will feed into this self-study process. In the end we trust the quality of learning at West Liberty will be assured and advanced.

Dr. Melinda Kreisberg stated that she will be assembling the final self study report. The study is based on five criteria that are established by a committee and defined as necessary attributes of any organization accredited by the Higher Learning Commission. These five criteria are listed in the brochure. Each of these items are core components and must be addressed by data driven evidence that we will be working on as an institution. For any weaknesses the goal is to address and propose plans to change those weaknesses. We have looked at ourselves and assessed strong and weak points. The study is very data driven and future focused. The study will determine where we are, where we are headed, and how to get there. It will also determine if WLSC will be strong in the future.

Reports need to be completed and turned in for the self study by September 2007, approximately eight weeks before the team visit. The Committee's goal is to have a preliminary of the final form by August 2007. These reports will be open for anybody to look at, offer feedback, address any problems, or issues needing

included in the report. We want to make sure we present one cohesive picture for the team when they visit in November.

Dr. McCullough pointed out the discussions in previous meetings with regard to external monies brought into the sciences, and the fact that Melinda was the technical writer of virtually all of these grants, along with her husband, Robert. A conservative estimate, over a five-year span, would be \$2 million on behalf of WLSC.

Dr. Lukich stated that the site visit will be November 26, 27, and 28, 2007. The team will want to meet with the Board of Governors. She asked that the Board keep some free time during these days to plan an event with the visiting team. She also stated that Dr. Kreisberg will be part of our next theatre production, "Urinetown."

9. **Introduction of VP for Institutional Advancement:**

Dr. McCullough welcomed Matthew Cottle, Vice President for Institutional Advancement. Dr. Campbell did an excellent job as chair of the search committee for this position. Matthew brings with him strong non-profit fund raising and higher education experience.

Mr. Cottle thanked Dr. McCullough and stated that he hails from Olin College in Needham, MA, a four-year private engineering college. Prior to Olin he had been with Princeton University and the University of Idaho. Coming to this area was very attractive for his family, having grown up in Tyler County in Ohio and Boyd County in Kentucky. West Liberty looked like a worthwhile institution in an area that can be trying, challenging, and frustrating. In an area serving the Appalachian region, and having gained experience at flagships such as Princeton and being able to bring that experience back, is extraordinarily stimulating. He is learning he has a great staff in place and that his predecessor did a wonderful job. There are currently two openings in the department and a successful campaign has been nearly wrapped up. This Board has 100% participation in the campaign and they should realize how phenomenal that is for a board. This type of board participation is typical of top flight or non-profit organizations, but for a state-appointed board is a phenomenal step. That tells a lot about this place. There is much we can do, but we have a great base to start with. We will be bringing the Campaign to a successful conclusion and see what else we can do. One major area will be more scholarship money through the Foundation. Mr. Cottle is looking forward to working on this campus.

Dr. McCullough again welcomed Matthew aboard, and Foundation Chair and former president Campbell will offer assistance, as will others in any way possible.

10. **I-70 Project Update:**

Mr. Twigg stated that the Board needs to try to understand that at this point in the I-70 discussions, we are holding up the process. He asked the Board to consider passing a resolution to allow efforts to continue on this project, to determine what fund raising would be necessary, and what other monies may be available for this project to move forward. This project will require an enormous amount of money. We do not know if the money exists, but we will not know until we try to find out. He asked that we pass a resolution that will allow an organized effort to continue to look for funding, bring the results back to the Board, and display an ability to build and maintain the project so the facility is not a drain on the institution. Mr. Twigg asked if there were any questions at this point.

ACTION ITEM II:

A motion to recommend that the Board of Governors pass a resolution to approve the SMART Science Center and graduate education component at the Highlands project in Ohio County, in order for the Committee to pursue funding to secure the land and construct the facility, was made by Dan Joseph and seconded by Roseanna Keller; motion passed unanimously.

Dr. Lukich discussed briefly the informational meeting held for Board members at the Warwood Center on March 6 regarding the I-70 project. Since this meeting we have held one visioning session with the architectural firm of WTW Architects and their associates. Tammy Rapp, the representative from Senator Mollohan's office, was very impressed with the presentation and thought the work of the group was a good beginning. An Advocacy Team was added which includes the Governor's office, distance learning specialist Nancy Sturm, Frank Gilmore with PPG Industries, Nick Zervos with RESA VI, and Bill Burrall with Marshall County Schools. The next activity is scheduled for May 5 to continue work in refining the project itself, identifying our needs, and how to meet those needs. By the end of May, we will have some design options available. In June the architect will be ready to present to the Board what will be involved in this project.

11. **Classification of Policies and Procedures*:**

Dr. Lukich explained the typical process of the 30-day comment period and approval process for new and revised policies and procedures. The West Virginia HEPC Series 4 now requires that we have Board of Governors policies. In the past, we had the WLSC Policy and Procedure manual. We are now required to make the distinction, separation, and reclassification of current policies and procedures. Policies and procedures will be renamed as Board of Governors policies, allowing us to name items that may have campus-wide application, or are unique to a single constituency of the campus.

It is asked that a resolution be passed allowing for these changes and also to allow for the policies with minimal changes, such as title changes, to be updated without the 30-day comment period.

ACTION ITEM III:

Proposed Resolution: *Resolved*, that the institutional rules (policies), regulations, directives, etc. currently embodied in the West Liberty State College Policy and Procedure Manual that have campus-wide policy application (reference Title 133, Procedural Rule, Series 4, Rules and Administrative Procedures) shall be incorporated as Board of Governors Policies.

Resolved, that the institutional rules and procedures currently embodied in the West Liberty State College Policy and Procedure Manual that have campus-wide procedural application shall be incorporated as West Liberty State College administrative procedures.

Be it further resolved, that the institutional rules (policies), regulations, directives, etc. currently embodied in the West Liberty State College Policy and Procedure Manual that are unique to a single constituency of the campus be designated as West Liberty State College policy. A motion to approve was made by Dan Joseph and seconded by Al de Jaager; motion passed unanimously.

12. **Budget and Finance*:**

Mr. Henry presented the FY 2006 budget information as of April 11, 2006. Revenues are ahead of projections for this point in the semester. Expenditures are also in line for this point in the semester. The bond covenants are strong and above their actual percentages. To date, the budget is on track and moving along where we should be. Mr. Twigg thanked Mr. Henry for his work on the much improved budget.

Mr. Henry then discussed the proposed budget for FY 07. The Finance Committee met this morning and proposed to approve this budget and go forward with what we need to do and submit the various reports to Charleston. This draft has been critiqued from its distribution in February, adding money to cover the North Central Accreditation expenses and monies for the Elbin Library. Numbers have been firmed up with a slight change in BRIM. All numbers are firm, and we feel comfortable with this budget. If the Board has no other questions regarding this budget, a motion is needed to approve the FY '07 budget for WLSC, which includes a 2% pool for salary increases for all full-time employees, per college policy/practice.

ACTION ITEM IV:

A motion to approve the budget for fiscal year 2007 was made by Roseanna Keller and seconded by Al de Jaager; motion passed unanimously.

Mr. Henry then presented the proposed tuition and fees for FY 07. There will be an increase of 5.9%, which would mean an increase of \$106 per semester for in-state students and \$265 per semester for out-of-state students. There are four fees that will increase, for a total increase of \$46. The question was raised as to where WLSC stands in comparison to other colleges in the state and their percentage of increase. Most all other four-year institutions are in the 6.5%-7.5% range for increases. We are in the bottom end of the mix on our increase. Historically, our increases have been lower than most.

This budget and these increases will allow for a 2% pool for pay raises for full-time employees and allow for extra monies for advertising. We have also worked hard to bring back those individuals cut to part-time to full-time status. No budgets have been cut, but they also did not increase. If the Board has no other questions regarding the tuition and fees, a motion is needed to approve the FY '07 tuition and fees for WLSC.

ACTION ITEM V:

A motion to approve the tuition and fees for fiscal year 2007 was made by John Moore and seconded by Lynne Exley; Aaron Wilkinson opposed; motion passed.

Mr. Henry reviewed the interim financial statements for the third quarter. The cash looks strong at this point in the semester. The non-current assets side is decreasing almost to zero by the end of the calendar year. Operating expenses are at an income lost of \$926,775. An analysis done last year showed only two other schools doing better than WLSC on income lost. There is always a loss because state appropriations fall below this line.

13. **BOG/HEPC Program Reviews*:**

Dr. Lukich met two weeks ago with the Academic Affairs Committee, consisting of John Giesmann, Lynne Exley, and Dr. McCullough. Dr. Lukich reviewed all of the areas listed for review or follow-up, those being the B.A. in Elementary Education for continuation at the current level of activity, with the designation as a program of excellence, the B.A. in Secondary Education for continuation of this program at the current level of activity, the B.S. and B.A. in Psychology and the Communication Comprehensive and Non-Comprehensive for continuation of these programs with corrective action, with a required follow-up assessment report on each to be completed in Academic Year 2006-07.

Lynne Exley noted her appreciation of the summary notes for each area up for review. These give the Board a better feel for what is involved in the review process. Dr. McCullough thanked Lynne for her participation on the Committee as the Board of Governors representative.

ACTION ITEM VI:

Proposed Resolution: *Resolved*, that the West Liberty State College Board of Governors approves the program review recommendation for the B.A. in Elementary Education for continuation at the current level of activity, with the designation as a program of excellence, the B.A. in Secondary Education for continuation of this program at the current level of activity, the B.S. and B.A. in Psychology and the Communication Comprehensive and Non-Comprehensive for continuation of these programs with corrective action, with a required follow-up assessment report on each to be completed in Academic Year 2006-07. A motion to approve was made by Roseanna Keller and seconded by Dan Joseph; motion passed unanimously.

14: **Honorary Degree*:**

Per WLSC Policy 238, "Guidelines for Honorary Degrees and Recognition," the Honorary Degrees and Recognition Committee met to review the nomination of Dr. Bruce C. Flack, to receive an honorary degree of Doctor of Humane Letters (DHL) from West Liberty State College. Dr. Flack has been invited to be the featured speaker at the May 2006, commencement. The Board is asked to approve this nomination.

ACTION ITEM VII:

Proposed Resolution: *Resolved*, that in affirmation of the recommendation of the Honorary Degrees and Recognition Committee and the President of the College, the West Liberty State College Board of Governors authorizes the conferral of an honorary Doctor of Humane Letters (DHL) degree from West Liberty State College at the May 2006 commencement to Bruce C. Flack. A motion to approve was made by Aaron Wilkinson and seconded by Clyde Campbell; motion passed unanimously.

On a separate issue, Dr. McCullough brought up a non-classified position issue regarding a position held by Jason Woods. The issue was brought to his attention by Mary Kosar. Dr. McCullough had been advised the change in status from classified to non-classified did not need the Board's approval. He was later advised that the change does need the Board's approval. This is a situation and position which we deem critical in nature to the College. Jason requested the change from classified to non-classified. Critical positions are more important for WLSC to retain for continuity and level of performance. Currently, we are not too top heavy in terms of non-classified positions. Although this is an additional non-classified position, there are three positions in the student affairs area being moved from non-classified to classified positions. Dr. McCullough apologized that this matter was not on the agenda and that it was not an attempt to circumvent the issue. He assured the Board that in the future he would double-check the advice that was given to him and that this would not happen again.

Dr. McCullough then gave a brief description of some of Jason's duties. Mary Kosar asked the question as to what deems a position critical, and why this position is now deemed a critical position. Dr. McCullough stated that although this position is currently classified, it does not mean the position is not considered critical. It is critical and important. A large number of our classified positions have a critical component to them. Jason has requested the change to non-classified, and in trying to honor this request we are also working to retain an important employee. If WLSC were to lose this employee, we would take a major downturn in the services provided in operations by this individual. Mary Kosar stated that this position will cost the College more and more money. With the change to non-classified it would mean more vacation and the salary increase, in addition to this position having started out at a pay grade 13, upgraded to a pay grade 16, and now to a non-classified position. Dr. McCullough stated that many changes have taken place in the Campus Service Center. Pat Henry stated that Jason has become an expert with the new software involved and automation. Jason has been instrumental in the purchase of the Blackboard software, automating the laundry service, vending machines, and future automation involving this area.

Dr. McCullough stated that WLSC had been near the limit on non-classified employees, but we are starting to move some positions back to classified. To date, we have not been informed by the HEPC that we are above any type of quota in terms of non-classified positions or that we are in violation of any rule/policy. In addition to the duties Pat Henry stated, Jason has also taken on some of Ed Stewart's duties.

John Moore asked if the position will reflect these new duties in the job description for the position, not the person. Dr. McCullough said yes, duties are assigned to a position, not a person. The pay grade had previously been raised, indicating additional responsibility, along with the knowledge and skill to perform these duties. The only way to upgrade a classified position is with additional duties to move the pay grade up.

ACTION ITEM VIII:

A motion to approve the reclassification of the Operations Coordinator, Jason Woods, a classified line, to Administrator of Campus Service Center, "non-classified, critical," was then made by Roseanna Keller and seconded by John Moore; Mary Kosar abstained; motion passed.

Mr. Twigg gave a brief update on the presidential search. A meeting of the search committee will be held in May. You will be seeing an article in The Trumpet with regard to the search. We will begin to roll out the process with information on how we are to handle the search, with Dr. Campbell as Chair of the Search Committee. Dr. McCullough will keep updates and information flowing to faculty, staff, and employees to keep everyone apprised of the status of the search. Mr. Twigg and Dr. Campbell met with Cliff Trump, who has extensive experience in the practice in finding an individual for this type of position. We are still following the timeline from October. Dr. McCullough will do his part to pull together information to get the appropriate individual to run this institution. As the search progresses we will be getting in touch with campus groups for representation. The point is, some action is going on and we are trying to get our ducks in order so we can roll out the plan and be in accord with regulations and the HEPC to everyone's satisfaction. As always, this will involve the participation of everyone on this campus.

15.

Adjournment:

The meeting adjourned at 6:45 p.m.

Bernie Twigg _____
Chair

Will Turani _____
Secretary

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