

Minutes
WEST LIBERTY STATE COLLEGE
BOARD OF GOVERNORS
Wednesday, February 26, 2003

ATTENDANCE:

Board Members: Brad Blair, John Cole, Jim Frum, John Gompers, Dan Joseph, Keith Kaczor, and Christopher Varney.

Unable to Attend: Debbie Boger, Roseanna Keller, Larry Miller, John Moore, and Will Turani

Administration/Faculty/Staff: Richard Owens, Bassam Deeb, John McCullough, Genny McIntyre, Tina Smith, Paula Tomasik, and Mike Turbanic.

1. **Call to Order:** Chairman Frum called the meeting to order at 6:47 PM.

2. **Approval of Minutes:**

Full Board

• January 7, 2003

Executive Committee

• February 6, 2003

ACTION ITEM I:

A motion to approve the minutes of the full Board as amended, along with the Executive Committee minutes, was made by Mr. Cole and seconded by Mr. Kaczor; motion passed unanimously.

3. **President's Report:** Dr. Owens reported that the status of West Liberty State College is secure and that many positive comments are being made about West Liberty in Charleston. For example, West Liberty has been recognized for the new Nursing Master's Program. In addition, the SMART-Center and the Governor's School for the Arts have both been praised. West Liberty State College is number one in graduation and retention rates, and West Liberty's student athletes are number one in the state in graduation rates. Important areas for the future of West Liberty include budget issues, enrollment figures, and bonding.
4. **Update on Personnel and Budget Issues:** As a result of recent cutbacks, the College is in the process of hearing 14 grievances. Many of the FY 2003 budgets cutbacks have been in the area of fringe benefits and curtailing expenses such as travel. Some departments transferred funds back to the Business Office because they felt they might not be utilized. Despite cutbacks in the workforce, the staff has been doing an excellent job. The maintenance crew has worked diligently to remove the snow from the campus, and they have done an outstanding job.
5. **Bond Update:** Two "request for proposals" (RFP), one corporate and one investment banking, are out for bond issuance. The RFP deadline is Friday, February 28, 2003. If anyone is interested in looking at the request, Mr. Blair has copies. Although local bankers are requesting more financial information, Mr. Blair thinks it would be a good idea to leave the bid opening date for February 28, and see what happens. Mr. Frum thanked Mr. Blair and Mr. Turbanic for their hard work with the RFP.
6. **Cabinet Meeting Update on Personnel/Evaluations:** New evaluation forms are being developed for classified staff. Supervisors will also be evaluated on how well they complete employee evaluations. Previous employee evaluations have been inadequate on several levels, especially in the area of employee development. Mr. Kaczor introduced some Staff Council concerns related to the language/tone of the evaluation and redundancies in the format. Dr. Owens stated that the document is not in its final form and suggested that Mr. Kaczor/Staff Council contact Mr. Warmuth to initiate changes and/or address the concerns of Staff Council.
7. **Report on the NCA Focused Visit (24/25 February):** Dr. McCullough announced that the Focused Visitation-Evaluation made by the Higher Learning Commission of the North Central Association (NCA) has concluded with very positive feedback from the visitation team. The team, which was

charged with examining the areas of (1) academic assessment and (2) general studies, was especially complimentary of the significant progress that has been made over the past four years in the area of assessment. They also noted the improvements that have been made in our general studies program, our student development goals, and the viability of core curriculum. Dr. McCullough complimented the faculty for continuing efforts in working to develop and improve academic assessment initiatives and for the implementation in 2000-01 of our revised general studies program. Dr. McCullough recognized the work of the NCA Coordinating Committee, the Assessment Committee, the General Studies Review Task Force, and the core writing/editing/coordinating group of Carol Frum, John Giesmann, Donna Lukich, Anna Lusher, and Paula Tomasik for their contributions. Mr. Frum thanked Dr. McCullough and his staff for their excellent work in preparing for the NCA focused visit.

8. **Financial Update, FY 2002-03:** Mr. Turbanic distributed a financial report and discussed revenues and expenditures. Mr. Turbanic stated that most of our state allocations are in the fourth quarter, and we are doing well in auxiliary services. Budgets have been reduced based on the savings from reductions. His report included a balance sheet showing assets and liabilities. If Board members are interested, Mr. Turbanic has extra copies of the June 30th audit.
9. **Budget FY 2004:** Options for the FY 2004 budget were discussed. Fee increases would come from the areas of auxiliary services such as room and board, student fees (athletic, lab, parking, etc.), and tuition. Tuition increases may be as high as 9.5% or as little as 4%. It was suggested that tuition increases be in the middle range of 5.5% to 7% and should be in line with our competitors. We expect some caps and restrictions to be state-mandated. Mr. Blair advised Dr. Owens and the administration to offset future mandated budget cuts through increased revenues and not through only cutting the expense side, but to keep it level as is. There was discussion on charging students for courses over 19 hours, reevaluating our fee structure, and improved marketing strategies. Board members asked the administration to make recommendations to present to the Board of Governors.
10. **Long-Term Strategies and Short-Term Enrollment Plan:** Mr. Deeb introduced his staff (Scott Cook, Registrar and Director of Financial Aid, Brenda King, Interim Director of Admission, and Jennifer Adams, Director of Housing). Mr. Deeb distributed a handout, "Enrollment Management Strategies and Activities Short Term Plan for 2003-04." Enrollment strategies will be an agenda item in March and Mr. Deeb's presentation and handout provides Board members with an opportunity to assimilate the information. This document outlines current enrollment challenges and assumptions. In addition, it presents historical data on the overall student population, the freshmen population, and the transfer population. Mr. Deeb also discussed financial aid, scholarships, and recruitment. The federal government has made it more difficult for students to receive financial aid, and West Liberty is not able to fully compete with peer institutions in scholarship dollars. Mr. Deeb informed the Board that more money needs to be spent on recruitment, that our publications need to be updated, and that the success of our graduates needs to be better advertised. Student Services is making every effort to make improvements that will result in increased enrollment. Mr. Frum thanked Mr. Deeb and his staff for their efforts.
11. **Overview of College Relations and Advertising:** Ms. Tina Smith, Director College Relations and Marketing presented an advertising overview. The College is attempting to inform the public that West Liberty State College has excellent programs, is similar to a private school in scope and size, but at an affordable price. The advertising focus is on the mission of the College. Ms. Smith stated that in the past, most of West Liberty's advertising dollars have been spent in radio advertising. The College needs to reach a larger audience and our image has to be visual. Currently, billboard advertising is being pursued and cable network ads are being developed. Ms. Smith is attempting to build better media relations and has been relying on "press releases" for some free advertising. The web page was also discussed as having the potential to be one of the best marketing tools available in working to increase enrollment.
12. **Final Action on WLSC Publications Policy:** At the December 11, 2002 meeting, the Board of Governors approved the dissemination of the WLSC Publications Policy. This policy is proposing

that all publications be coordinated through the Office of College Relations and Marketing. No comments were received by the close of the 30-day comment period. Therefore, the Board of Governors is asked to approve this policy as attached.

Mr. Blair announced that due to a prior commitment, he had to leave the meeting early. Since only seven board members were present, his departure would prevent approval/disapproval of any action items. Therefore, Mr. Gompers moved that action items 12, 13, 14, and 15 be approved collectively, and Mr. Blair seconded the motion.

ACTION ITEM II:

Resolved, That the West Liberty State College Board of Governors approves the WLSC Publications Policy. A motion to approve the Publications Policy was made by Mr. Gompers and seconded by Mr. Blair; motion passed unanimously.

13. **Final Action on Consolidated Employment/Hiring Procedure:** At the December 11, 2002 meeting, the Board of Governors approved the dissemination of the Consolidated Employment/Hiring Procedure. This policy replaces existing institutional policy statements: 15A—Review of Requests for New Positions and Classified Position Reviews, 101—Classified Staff Recruitment and Selection, and 208—Protocol for Faculty Hiring. No comments were received by the close of the 30-day comment period. Therefore, the Board of Governors is asked to approve this policy as attached.

ACTION ITEM III:

Resolved, That the West Liberty State College Board of Governors approves the Consolidated Employment/Hiring Procedure. A motion to approve the consolidated Employment/Hiring Procedure was made by Mr. Gompers and seconded by Mr. Blair; motion passed unanimously.

14. **Program Review Results (Social Science Program):** In accordance with West Virginia Code §18B-2A-4 and Board of Governors Policy 3, Program Review, the Board must review all academic programs offered at West Liberty State College at least once every five years. The Social Science program (B.S./B.A. degrees) is scheduled for review during the 2002-2003 AY. Faculty from Social Science have prepared analyses of this bachelor's degree program, focusing on: adequacy (curriculum, faculty, students, graduate and employer satisfaction, resources, and student assessment), viability, necessity, and consistency with institutional mission.

Mr. Frum participated in reviewing these documents as the appointed representative of the Board of Governors. Following discussion with Dr. McCullough and Mr. Giesmann, Director of IR&A, the recommendation for Social Science is "Continuation of the program with corrective action." Since the program is still in the early stages of developing its student outcomes assessment strategies, the corrective action requires the program to focus on continued enhancement of its assessment activities and connecting these efforts back to stated goals. The department must prepare a follow-up report for the program describing further progress in assessment by January 15, 2004.

If approved by the Board of Governors, this recommendation will be forwarded to the Higher Education Policy Commission as required by the Commission's Series 10.

ACTION ITEM IV:

Resolved, That the West Liberty State College Board of Governors approves the program review recommendations for the B.S./B.A. in Social Science for continuation of the program with corrective action focused on student outcomes assessment, with a required follow-up report to be completed by January 15, 2004. A motion to approve the program review recommendation for the B.S./B.A. in Social Science was made by Mr. Gompers and seconded by Mr. Blair; motion passed unanimously.

15. **Program Review Results (Business Administration Program):** In accordance with West Virginia Code §18B-2A-4 and Board of Governors Policy 3, Program Review, the Board must review all academic programs offered at West Liberty State College at least once every five years. The Business Administration program (B.S. degree) is scheduled for review during the 2002-03 AY. Faculty from the School of Business Administration have prepared analyses of this bachelor's degree program, focusing on: adequacy (curriculum, faculty, students, graduate and employer satisfaction, resources, and student assessment), viability, necessity, and consistency with institutional mission.

Mr. Frum participated in reviewing these documents as the appointed representative of the Board of Governors. Following discussion with Dr. McCullough and Mr. Giesmann, Director of IR&A, the recommendation for Business Administration is "Continuation of the program at the current level of activity."

If approved by the Board of Governors, this recommendation will be forwarded to the Higher Education Policy Commission as required by the Commission's Series 10.

ACTION ITEM V:

Resolved, That the West Liberty State College Board of Governors approves the program review recommendation for the B.S. in Business Administration for continuation of the program at the current level of activity. A motion to approve the program review recommendation for the B.S. in Business Administration was made by Mr. Gompers and seconded by Mr. Blair; motion passed unanimously.

16. **Academic Calendar/Policy No. 246 Exemption:** By commencing the fall and spring semesters one week later than is presently provided for under Policy No. 246, "Perpetual Academic Calendar," reductions in operating costs may be realized in January, along with possible advantages accruing to the admissions/recruitment process in August. Adjustments will be made in other aspects of the academic calendar (i.e., shortening Thanksgiving vacation, eliminating Easter recess, beginning classes on Monday instead of Wednesday). This proposal has been unanimously recommended by the Deans Council and has been favorably reviewed by other appropriated campus constituencies, including the President's Council.

Dr. McCullough informed the Board that the rationale behind changing the academic calendar is two fold. First, we can realize some financial gains by beginning the spring semester one week later. Second, we can possibly eliminate some winter weather cancellations. We have one of the longest academic calendars and starting early places us at a disadvantage with regard to transfer students. Beginning later, similar to other state schools, would allow us to pick up some additional transfer students. The full week at Thanksgiving can be eliminated as well as Easter break. A four-day exam week could also be implemented. In addition, extending the Christmas and summer break will allow students more time to complete employment schedules and would reduce work-school conflicts/absenteeism at the beginning of the term. The changes in the academic calendar will not result in any loss of instructional quality. Since these changes have to be implemented immediately, this policy exemption is not available for a 30-day comment period. There was some discussion as to what would happen with regard to Classified Staff during the longer Christmas shutdown. Dr. Owens stated that the Classified Staff and Non-Classified Staff will be able to use a combination of professional development time awarded from the College and some vacation time during the extended Christmas break so that there will be no loss of wages. There is no intention to use the extended break to furlough employees. These changes will not affect sports teams that are may be required to be on campus during these times. This issue will be brought back to the Board at a later time for approval of a revised Policy #246.

ACTION ITEM VI:

Resolved, That the West Liberty State College Board of Governors approves a temporary exemption from WLSC Policy No. 246, "Perpetual Academic Calendar," in order to provide for a revised academic calendar for the 2003-04 AY, with the

understanding that the above-referenced calendar changes will be reflected in a formal revision to the policy. A motion to approve the Perpetual Academic Calendar was made by Mr. Gompers and seconded by Mr. Frum; motion passed unanimously.

17. **Presidential Evaluation Committee:** The presidential evaluation is to take place between April and June of 2003. Mr. Frum stated that most of the preliminary evaluation work would take place in executive session, but invited any of the other Board members to join the Executive Committee during these discussions. This issue will be discussed further at the next meeting.

18: **Adjournment:** Meeting adjourned at 8:54 pm.

pjt

Jim Frum _____
Chair

Brad Blair _____
Secretary