

Minutes
WEST LIBERTY STATE COLLEGE
BOARD OF GOVERNORS
Wednesday, June 22, 2005

ATTENDANCE:

Board Members: Al de Jaager, Jim Frum, John Gompers, Dan Joseph, Roseanna Keller, Mary Kosar, Andrew Lewis, Will Turani

Unable to Attend: Larry Miller, John Moore, Niall Paul, Bernie Twigg

Administration/Faculty/Staff: J. D. Carpenter, John Davis, Patrick Henry, John McCullough, Genny McIntyre, Richard Owens, Tammi Secrist, Brian Warmuth

1. **Call to Order:**
Mr. Gompers called the meeting to order at 5:48 p.m.
2. **Approval of Minutes:**

Full Board
04/27/05

Executive Committee
None

ACTION ITEM I:

Mr. Gompers asked if there were any changes to the minutes. A motion to approve the minutes of the full Board of April 27, 2005, was then made by Jim Frum and seconded by Will Turani; motion passed unanimously.

3. **President's Report:**
Dr. Owens gave an update on progress on the summer projects involving bond money and private donations. When these projects are complete, a time will be arranged in the fall for the Board members to tour the various facilities. Dr. Carpenter will give an enrollment update later in the meeting, but projections are currently stable. Having met with local school superintendents, the demographics are not good; with the example of John Marshall High School having a 25% smaller graduating class than four years ago. All superintendents are predicting lower enrollments. We are working hard on enrollment, along with new marketing initiatives and developing new growth from these markets, both geographically and demographically. We are ahead of schedule as we continue to work toward the benchmark for terminal degrees to assume university status.

To clarify information on salary increases, the Board approved the FY '06 budget, which included a 2% increase for all employees. The policy commission and chancellor, by order of the governor, informed WLSC we may not implement this increase until approval of the governor following the special session of the legislature to be held at a later date.

Dr. Owens is preparing material for Mr. Twigg for the four-year presidential review. He will be talking with the Trumpet and various groups on campus with regard to the process and what is involved. By starting now we will have plenty of time to prepare and plan.

Mr. Gompers asked how the consultants were chosen for the review process. A brief discussion followed with regard to the policy and process. Clarification will be obtained on the policy and whether or not financial assistance is available for the process through the HEPC. The process can become costly and has not been budgeted for in the FY '06 budget. John Davis stated that information provided for in code would supercede policy.

We are in receipt of the deed to the land and buildings from the Chancellor's office for the transfer of real property from all predecessor organizations to the Board of Governors. Attorney Lisa Bagay will handle the processing and filing of these documents. These documents will be kept on file at the college.

4. **Budget and Finance:**
(a) Committee Report:

Mr. Henry distributed a hand out of the budget to date for FY '05. With ten days remaining in the fiscal year, we should complete the year in the black. The Bond Council has been working on the bond covenants with the trustees, WesBanco, and Charleston. We are in compliance with the bond covenants and everything is in place for year-end, with reserves in bond monies. We will have one week to make any adjustments at year-end.

Mr. Turani stated the proposed two-year on-campus living requirement to be discussed later in the meeting deserves full board consideration. This proposed policy was discussed in the Finance Committee meeting, along with its financial impact. This is a significant policy.

5. **Rules and Policies (approval):**

At the March 16, 2005 meeting, the Board of Governors approved the dissemination of the listed policies. With the exception of Policy No. 15, no comments were received by the close of the 30-day comment period. Therefore, the Board of Governors is asked to approve these policies as attached.

Mr. Davis noted recent discussions between Dr. Owens and Ed Stewart, Classified Staff Council Chair, along with other comments that have been received in the 30-day comment period with regard to Policy No. 23-Non-Classified Salary Policy and the need to leave out for another 30-day comment period. Also, in order to be consistent, Policy No. 24-Classified Staff Salary Policy should also be extended in the comment period in order to keep language between these two policies consistent.

Mr. Gompers asked for a motion to extend the 30-day comment period for Policy Nos. 23 and 24. A motion was then made by Roseanna Keller and seconded by Jim Frum; motion passed unanimously.

Mr. Davis noted that since July 2001, through legislation, this board is required to have its own voice and policies. These nine, for the most part, have been in existence but now need recognized as WLSC Board policies. This having been said, there is also a policy manual with over 100 policies each employee receives when hired. Brian Warmuth is currently working on revising these policies and will appear in the future for 30-day comment.

A discussion followed with regard to Policy No. 15 and the noted revisions.

ACTION ITEM II:

Proposed Resolution: *Resolved*, that the West Liberty State College Board of Governors approves the following attached policies:

- **No. 14 - Regulation of Speed, Flow and Parking of Vehicles on Campus**
- **No. 15 – Productivity of Faculty and Administrators**
- **No. 16 – Awarding of Undergraduate Fee Waivers**
- **No. 17 – Tuition and Fee Waivers for Those 65 or Older**
- **No. 18 – Credit Toward Graduation for Service in Public Schools**
- **No. 19 – Disposition of Obsolete and Unusable Equipment & Supplies**
- **No. 20 – Administrators Requiring Teaching or Research**
- **No. 21 – Making Agendas Available to Public**
- **No. 22 – Employment Innovations**

A motion to approve Policy Nos. 14 through 22, along with any revisions, was then made by Al de Jaager and seconded by Jim Frum; motion passed unanimously.

6. **Election of Officers:**

Mr. Gompers presented to the board that the current officers are requested to renew their positions for another one-year term. The current officers are Bernard Twigg, Chair, John Moore, Vice Chair, and John Gompers, Secretary.

ACTION ITEM III:

Resolved, that the current officers will renew their positions for another one-year term. A motion to approve the current officers was made by Jim Frum and seconded by Roseanna Keller; motion passed unanimously.

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

Dr. Owens attended a one-day retreat followed by the regular HEPC meeting earlier this month. The meeting was very productive with good dialogue, more open conversation, and good presentations on issues that remain very germane for WLSC. New standards to go into effect for the fall 2008 semester were discussed. Wording of some standards will change from "or" to "and." A significant number of students would not gain admission if these standards were in place today. Collaboration with K-12 and higher education is needed to make these standards work.

Another issue at the HEPC meeting was the zero step issue, which we are and have been in compliance with for quite some time. Other institutions have not brought all of their employees up to zero step. We are also one of the few institutions who have made good progress on the mercer salary schedule for classified employees.

Much of this meeting was routine business and approvals of initiatives. As mentioned earlier, we are now waiting for the special session and whether the state will approval the salary increase.

A discussion followed on raising standards and increasing enrollment. In the early 1990's Dr. Campbell made a slight increase in the admission standards and enrollment did go up. Evidence shows it will work, as it has at other institutions and other states. Additional discussion followed on the conditional acceptance of students and other factors for admission.

8. Academic Affairs:

(a) Update

Dr. McCullough gave an update on the six faculty positions that have been filled, five holding terminal degrees and the sixth earning their degree in December. Interviews are currently being scheduled for the remaining five open positions, with the nursing area being the most difficult to fill due to the highly competitive field. As stated previously, we are making excellent progress on terminally qualified faculty.

The B.A.S. Program, which the Board approved for submission in March, has received approval from Charleston for the fall 2005 semester. The program has identified six areas of emphasis, which are not the same as any existing degree. We feel there will be a strong market for students from the community colleges.

Faculty contracts will be mailed on Friday. With the exception of three promotions, there will be no base salary increases for faculty.

(b) Policy No. 217-Criteria for Faculty Rank & Promotion (30-day comment)

The practices that are comprised in this proposed policy have been utilized for a number of years. Changes to the policy are noted on pages 1 and 5, which are basically a clarification of terminology.

Based on *West Virginia Code* and Higher Education Policy Commission rule, this policy must be reviewed and disseminated to constituent (faculty, staff, and student) groups for comment prior to final adoption by the Board of Governors. The WLSC Board of Governors is asked to approve the dissemination of this policy for comment. Following a 30-day period for the receipt of comments, the Board of Governors will take final action on this policy.

ACTION ITEM IV:

Proposed Resolution: Resolved, that the West Liberty State College Board of Governors approves the dissemination of WLSC Policy No. 217, "Criteria for Faculty Rank & Promotion" to constituent groups for a 30-day comment period. A motion to approve was made by Al de Jaeger and seconded by Mary Kosar; motion passed unanimously.

9. **Enrollment:**
(a) Update

Dr. Carpenter distributed an enrollment report and reported transfers and in-state numbers are up, but out-of-state numbers are way down. Overall we are holding our own with an increase in numbers by 25. A detailed breakdown of where students are has been compiled through one-on-one contact.

J. D. stated we are currently down 220 students as of this date in June. Through personal contact we know 80 have yet to register and 60 are doing something else. The remaining students are unaccounted for at this time. There does not seem to be one issue or reason students are not returning to West Liberty. He went on to discuss the various committees in place and data analysis that has been done recently to see where students are going from West Liberty.

A discussion followed with regard to enrollment and identifying problem areas more quickly. When asked how numbers in our admissions office stack up compared to other schools, it was noted other schools have at least two more people in their admissions office.

Mr. Gompers stated he feels Dr. Carpenter is candy coating the information given to the Board. He noted what could happen if West Liberty stays down the number of students we are down. He's upset with these numbers and tired of hearing about "demographics for the area" as an excuse and what we have in the "pipeline." Numbers have been down three years in a row where for the five years previous to this time numbers had been up. This is not acceptable.

A discussion followed with regard to the many issues with enrollment and various ideas, such as students going out as recruiters.

(b) Proposed Two-Year On-Campus Living Requirement

Dr. Carpenter discussed the one page handout on language for the BOG Housing Policy. This policy would require first time full-time students who are freshmen or sophomores, having completed less than 60 hours, to live in campus residence halls, unless they are commuting from the home of a parent or guardian, married, have children, have completed military service, or are 21 years of age or older. This requirement would help WLSC connect with the campus community.

Mr. Frum and others voiced concerns with regard to student input on this proposed policy and how it will effect enrollment. Limiting to freshmen is understandable but sophomores present the potential ramification of losing students. Dr. Owens discussed the reasons along with the updates in the residence halls, the social aspect of living off campus, and alcohol.

Many colleges and universities have this type of policy. Some of these policies are more restrictive than the proposed policy for West Liberty. WLSC is one of the few who do not have a policy of this type in place. A discussion followed with regard to the financial aspect and possible ramifications to such a policy. No motion was made on this policy.

(c) Approval of Non-Classified Positions

Dr. Owens read the resolution regarding the creation of two non-classified employee positions, those being "Assistant Women's Basketball Coach/Assistant Retention Specialist" and "Assistant Men's Basketball Coach/Admissions Counselor."

Dr. Carpenter then explained the details and funding of these positions. The idea is these positions would be revenue neutral. Athletics and Student Affairs came together to address various issues and funding. The major portion of funding for these positions is through existing funds due to requests by various employees to be placed at lower FTE's. The non-classified categorization is driven by the athletic nature of these positions.

Andrew Lewis asked how candidates for these positions would be chosen, to which Dr. Carpenter replied it would be based on the candidate pool.

A discussion followed when Mary Kosar asked if these positions would be policy or critical, and what the numbers and percentages were in these areas for WLSC overall. Brian Warmuth stated code indicates it is benefits eligible employees, which would include faculty, and put WLSC under

the 20% benchmark. John Davis will contact Bruce Walker on clarification as to whether faculty should be calculated into these numbers. These numbers are important and need to be correct.

The discussion continued on how positions of this type were previously handled. A WV48 would be used in the past. We can no longer utilize the WV48 unless a legitimate vendor is registered with the state of West Virginia.

The question was asked if current coaches are eligible to be hired for these positions. J.D. stated the women's coach does meet the minimum qualifications but was not familiar with the men's coach.

Mr. Davis stated president's council had met with regard to these positions and are not uncomfortable with the mixed positions. It was felt this was the best-case scenario at present. The qualified candidates will devote the proper amount of time to retention and admissions concerns.

Mr. Gompers suggested, subject to John Davis obtaining an interpretive ruling from Bruce Walker with regard to the non-classified calculation, that there be a motion approving these positions and to move on.

ACTION ITEM V:

Proposed Resolution: *Resolved*, that the West Liberty State College Board of Governors approve the creation of a non-classified position titled “Assistant Women’s Basketball Coach/Assistant Retention Specialist” and another titled “Assistant Men’s Basketball Coach/Admissions Counselor.” A motion to approve was made by Roseanna Keller and seconded by Jim Frum; Mary Kosar and Andrew Lewis opposed.

10. Institutional Advancement Update:

Mrs. McIntyre distributed a handout containing breakdowns on area spending for marketing initiatives. Positive verbal feedback has been received on various factors of what most influenced a student's decision to attend WLSC. Information was gathered from application forms, the freshmen experience survey, and focus groups. More focus groups will be done in the future. All of these areas are a way to see what's working and what's not.

The question was asked how much is spent per student and at what point do you consider this feedback a success. Genny stated this is hard to measure but there was no number we are looking for. Much has to do with WLSC's overall image. Schools with half our enrollment spent exponentially more than we do. We pick areas where admissions can spend extra time. Parkersburg is an area currently being given more attention.

As of Monday, Development has received \$1.2 million in gifts, not generated from requests or other estate gifts. This is \$48,000 over goal and the most in the college's history for this type of gift. \$375,000 has been received in planned gift income this year in dollars, not pledges.

Two Foundation Board members visited the University of Oklahoma and met with their development area, which consists of a staff of 48. This visit produced positive results with good suggestions and strategies beneficial to WLSC.

11. Vision Draft: Process and Feedback:

Dr. Owens continues to receive feedback on the draft Vision. Much of the feedback is dealing with proving enrollment will increase and not go down. There is no way to prove this except to show other schools as examples, which have shown increases. The next phase would be to convene a strategic planning effort this fall with representation from the various campus groups and put these ideas out, utilizing the services of a professional planner and facilitator to see what emerges by way of ideas on what can be planned and implemented. The Vision is very intriguing to many and frightens a few. The alumni feedback is generally positive.

12. **Executive Session (Presidential Goals for FY '06 and Review of '05 Goals):**
Pursuant to WV Code 6-9A-4 subsection b-2-A, the Board retired to executive session to discuss presidential goals for FY '06 and review FY '05 Goals.
- Following discussion in executive session a motion was made to accept the goals as amended by Al de Jaager and seconded by Roseanna Keller; motion passed unanimously.

13. **Adjournment:**
The meeting adjourned at 9:30 p.m.

Bernie Twigg _____
Chair

John Gompers _____
Secretary

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