

**WEST LIBERTY UNIVERSITY
BOARD OF GOVERNORS**

**October 12, 2011
5:00 p.m.
R. Emmett Boyle Conference Center
WLU**

AGENDA

1. Call to Order Mr. Joseph
2. Swearing in New Board Member..... Mr. Joseph
3. Chairperson Comments..... Mr. Joseph
4. Approval of Minutes*
Full Board 08/17/11 5 Min..... Mr. Joseph
Executive Committee 08/03/11
5. Annexation of University Property by 10 Min..... Mr. Davis
Town of West Liberty*
6. Proposal to Repeal Policy 12* 5 Min..... Mr. Davis
30-day Comment
7. Proposal to Repeal Policy 52* 5 Min..... Mr. Davis
30-day Comment
8. Expansion of Metro Rate Counties* 10 Min..... Mr. Wright
9. Approval of WLU Institutional Compact* 15 Min..... Dr. McCullough
10. President's Report 15 Min..... President Capehart
11. Adjournment

*Action Items

**West Liberty University
Board of Governors**

**Minutes
August 17, 2011**

Attendance:

Beverly Burke, Richard Carter, George Couch, Brian Joseph, Paul Limbert, David Syrylo, Ann Thomas, Carrie White

Unable to Attend:

Patrick Kelly, Rob Marks, Robert Steptoe, Michael Stolarczyk

Administration/Faculty/Staff:

Robin Capehart, Scott Cook, John Davis, Mary Ann Edwards, John Gompers, Tony Koyzis, John McCullough, Chris Peterson, Jack Wright

1. Call to Order:

Chair Joseph called the meeting to order at 3:02p.m.

2. Chairperson Comments:

Chair Joseph stated that the timing of today's meeting was due a number of events being held today, including a luncheon for Gary West where he received the Light of the Valley award; it was a wonderful ceremony. Following the luncheon President Capehart also met with Governor Tomblin at the Highlands Center. Governor Tomblin was very complimentary of our facility. He also noted that there is a sign on the large empty room stating "Room for Growth." There is also a meeting this evening at 5:00 p.m. with the Governor and Gary West. It's been a busy day with the Governor but we appreciate him coming to the area.

3. Swearing in of New Board Members:

Chair Joseph issued the Oath of Office to Carrie White, faculty representative to the Board, and David Syrylo, Student Government President.

4. Approval of Minutes*:

Full Board	Executive Committee
06/08/11	06/01/11

Chair Joseph asked if there were any corrections or questions with regard to the June 8, 2011 minutes of the full Board or the June 1, 2011 minutes of the Executive Committee. There being none he asked for a motion to approve said minutes.

A motion that the West Liberty University Board of Governors approve the minutes of the full Board of June 8, 2011 and the Executive Committee of June 1, 2011 was then made by Beverly Burke and seconded by Paul Limbert; motion passed unanimously.

5. Minor Change to Policy No. 23 (Policy on Policies)*:

John Davis stated that the Board members may recall at the June meeting the president indicated that he and the Executive Committee of the Board decided to review all Board policies and update these policies over the course of the coming academic year. In looking at the policy that describes how we accomplish these changes, we noticed that presently the policy requires each new policy or a revision to a policy to be announced, noticed if you will, to the Board at a Board meeting. President Capehart stated that this process is not exactly conducive to getting this project done within a year.

What we have done is made an edit in Section 2 of this policy which will permit Mr. Davis to send notice to the entire Board and campus constituencies that a policy is going out for 30-day review, rather than bring it to a Board meeting. Mr. Davis stated that this will expedite the process because, for example, some day next week the president, per policy, decides there is a need to look at Policy three or four. Under the current policy these policy changes would be announced at the next Board meeting for approval for 30-day comment.

Instead of a pile of changes waiting for the next Board meeting, these changes can be put out for review and comment at any time during the next few days. The changes will still be discussed at the Board meeting, but we will not need to wait to notice the changes for 30 days. The intent of the

provision is to make sure proper notice is made for comments to be received. Mr. Joseph stated that it is important we update these policies. If you read through them most of the policies that we have don't read like policies; they're more like detailed procedures. Board policies should be Board policies; state law and regulations under the state, and after this administrative procedures. Procedures belong in procedures, policies are broad idea policies; we have tripped over our own policies in the past and it is good for us to look at all of these policies. Chair Joseph asked if there was any other discussion on this policy change.

A motion that the West Liberty University Board of Governors approve revising Policy 23, Policy on Policies, so that notice of a 30-day comment period may be given at any time during the academic year, not just at Board meetings, was then made by Richard Carter and seconded by Ann Thomas; motion passed unanimously.

6. Textbook Affordability Policy* (Review comment Received; Approval):

Mr. Davis stated that last fall the Board authorized a draft of a new policy, Textbook Affordability. The policy was put out for 30-day comment in January and would have come to a vote sooner but some other priorities intervened. This new policy is here today for the Board to vote on; comments received have been posted for the last two weeks on the Board web site and notice of those comments was given to all Board members, the HEPC, and the three campus constituencies. This policy is driven by the HEPC, a textbook affordability taskforce, and the previous U.S. Congress. The policy is wordy, but the principle of the new policy is to provide for a textbook affordability committee, populated with faculty, administrators, and students. This group will meet and advise faculty, faculty senate, the administration and the Board on ways to address the rising cost of textbooks for students. The committee will report to this Board at least once a year. Mr. Joseph asked if WLU is required to have this policy. Mr. Davis stated that this is a requirement from the HEPC. Mr. Couch stated that this policy could be outdated in a few years with EBooks. Mr. Joseph asked if there was any discussion on the policy.

Mr. Davis introduced Chris Peterson with Barnes and Noble's Pittsburgh office. Mr. Peterson was invited to today's meeting in the event there were questions on the textbook policy. Barnes and Noble has been this institution's bookstore seller for 20 years, and Chris has been the principal contact for those 20 years.

A motion that the West Liberty University Board of Governors approves the new policy entitled "Textbook Affordability" was then made by Paul Limbert and seconded by Beverly Burke; motion passed unanimously.

7. Human Resources Change of Report*:

President Capehart stated that Senate Bill 330, passed during the last legislative session, is a bill that is looking at a lot of changes in regard to how college campuses maintain their human resources operation. Mr. Stultz has been very actively involved in several state-wide meetings. Three weeks ago Dr. Shenita Brokenburr, Vice Chancellor for Human Resources, was invited to campus, and we had a very productive meeting. President Capehart offered WLU's assistance with the 15 to 20 reports she has due by December 15th, with no staff or assistance in her office. If need be we have offered to pitch in and do studies; Dr. Brokenburr was very appreciative of the offer. One thing that came out of this meeting, although not required but strongly encouraged, is that the chief human resource officer should be a direct report to the president. Under the reorganization in May we tried to develop more of a state model with the human resources officer reporting to the CFO. Based on conversations with Mr. Stultz and Mr. Wright, they were ready to make this organizational change. Any time there is a new report to the president it requires approval by the Board. Mr. Joseph asked if it is appropriate that the Board vote on the president reorganizing his staff. Dr. McCullough stated that if it is a change to the administrative chart it is a requirement. Mr. Joseph asked if it was our requirement or a requirement of the HEPC. Dr. McCullough stated it is a requirement of the HEPC. Mr. Couch stated that he follows the same requirements for the hospital.

A motion that the West Liberty University Board of Governors approve the position of Vice President of Human Resources being restored to the supervision of the President of the University was then made by Beverly Burke and seconded by Ann Thomas; motion passed unanimously.

8. Strategic Plan Update:

The Strategic Plan update is included in the president's report.

9. President's Report:

President Capehart stated that the enrollment numbers as of today are 2,584 students, a 2.3% increase over fall 2010. WLU is headed for its sixth consecutive year of enrollment increase, which is substantial. The freshman class is 13% over last fall at 589. Applications were rather flat this year but we are confident numbers will rise a little before Monday. Residence hall population is up 30 students at 1,295. Capacity for the residence halls is about another 110 students, approximately 1,412. President Capehart's hand out includes significant figures, one of them being a 100% increase in international students from 30 last year to 60 students this year. Please look through the handout at your convenience.

President Capehart continued with two areas to discuss this evening; BOG roles and responsibilities and strategic finance initiative – making sure the Board has information from which to make good decisions. The fact is we need to answer really basic questions for the Board in order to make proper decisions. We have done a pretty good job in the past but it has not been always systematic. There is a dashboard of key indicators that we want to give at each meeting to judge progress we are making as an institution. The Executive Committee of the Board meets two weeks before the actual Board meeting. After this meeting is held we will be able to give you information with data and metrics so you have an idea as to how the institution is progressing. Dr. McCullough, serving in his strategic capacity, will be a huge help with this area.

The next section of President Capehart's presentation dealt with learning and accountability. The typical measurement of learning is seat time. We hear it in K-12 that they're only measuring seat time. Our diploma is based on 128 hours; does this mean a student has learned everything you need to know to be productive in society in 128 hours? It could just be you sat in a seat for 128 hours and know enough to get by and get a degree. The real question we should be asking is whether or not our students are competent. Is competent at the minimum level fair to the students; the community? Of the fourteen areas of accountability in the Institutional Compact only two areas measure competence. For WLU, Nursing and Dental Hygiene are held accountable; these students take a licensure exam which tells whether they are competent in their field. In the community colleges the trades are held accountable. Many students graduate without basic skills; writing, speaking, critical analysis, problem-solving, effective citizenship and social interaction.

New to the campus this semester is the Institute for Innovation in Education. Their purpose is to do something we really haven't had the time or personnel to do in the past; come up with plans we can put forward, work with deans, faculty and the campus community so we can move toward something as a better ideal; graduating students with not just seat time, but a level of competency.

We have a great marketing opportunity at WLU. Our football and hugely successful men's basketball team, making it to the Final Four Division II championships last year, have helped elevate WLU's profile. Athletics may not be what institutions are about, but if it gets your name out there and has people take a look at you, those are two key areas. This marketing strategy will roll out next week comparing big time university football with the WLU experience. When you compare the cost of the two experiences, you have a family of four at the big time university game costing approximately \$1,030; at WLU \$53, creating great football memories with friends, family and fun. Some of the football opportunities will be game-day giveaways, game-day corporate sponsorships, pre-game and half-time events and television sponsorships.

The big excitement on campus next week is the Taco Bell and Pizza Hut grand opening on Monday, August 22, 2011 at 11:00 a.m.

President Capehart introduced Dr. Anthony Koyzis. Tony started as Provost at WLU on July 1st. He and his wife have settled in on campus. Dr. Koyzis is a dynamic individual with a lot of great ideas. We are very excited to have Tony with us here at WLU. We are equally excited that the old guy, John McCullough, will no longer be able to create havoc in that important position.

Dr. Koyzis stated that he is excited to be a part of moving a good College to a great University. He has told people he has seen some university models around the country to move toward, some big and some medium size. This University is poised to move forward and do a lot of things above and beyond being on this wonderful hill top. It is a nice place to live and also to engage our community.

Community can be from the tri-state region, the nation and the world. Some really good things are going on at WLU and Dr. Koyzis stated that he is excited about the team working with him, i.e. the deans, chairs, faculty and staff.

10. Adjournment:

The meeting adjourned at 3:46 p.m.

Brian Joseph _____
Chair

George Couch _____
Secretary

**West Liberty University
Board of Governors**

**Executive Committee
Minutes
August 3, 2011**

Executive Committee Members: Richard Carter

WLU Administrators: Robin Capehart, John Davis, John McCullough

General Counsel: John Gompers

1. Vice Chair Carter called the meeting to order at 8:08 a.m.
2. BOG Business – The next Board of Governors meeting will be held in the Alumni Wall of Honor conference room at 3:00 p.m. on Wednesday, August 17, 2011. The BOG Finance Committee may meet at an earlier time. The standard meeting time is being changed due to other important events involving President Capehart and possibly other BOG members.
3. Enrollment Update – President Capehart stated that our latest figures show the University running about fifty students ahead of the comparable date a year ago, with the final fall enrollment projected to be between 2,750 and 2,800 students, which will represent our largest enrollment in many years.
4. Human Resources Change of Report – President Capehart explained the rationale behind the need for the Vice President of Human Resources to report directly to the President. This administrative alignment was strongly recommended by HEPC Vice Chancellor for Human Resources Dr. Shenita Brokenburr.
5. Textbook Affordability Policy – John Davis provided an explanation of the details associated with the proposed changes, some of which are resulting from actions at the federal and state levels.
6. Policy Proposals and Review of BOG Policies – President Capehart and John Davis discussed the need to facilitate the policy-review process, and they will meet with Mr. Carter, Mr. Gompers, Mr. Couch, Mr. Joseph, and Jack Wright to undertake an initial review of at least three BOG policies.
7. Strategic Plan Update – President Capehart and John McCullough stated that the University's revised and updated Strategic Plan for the 2011-12 FY would be discussed at the BOG meeting; formal action will not be required on the part of the Board.
8. Calendar of Events – President Capehart identified the BOG meeting on August 17, 2011, the New Faculty Investiture and Student Convocation on August 22, 2011, the Opening Convocation on August 24, 2011, and the Business Summit at The Greenbrier on August 31, 2011 as important events.
9. President's Report – Robin Capehart provided an update on (1) the single comprehensive campus report to BOG (incorporating the departmental/unit reports) and (2) an upcoming review of all BOG and University policies.

10. Executive Session – President Capehart asked for a motion to move to executive session.

Pursuant to WV Code § 6-9A-4, a motion was made to retire to executive session. Following discussion in executive session, a motion was made to rise from executive session.

11. Meeting adjourned at 8:40 a.m.

Brian Joseph _____
Chair

George Couch _____
Secretary

**WEST LIBERTY UNIVERSITY
ANNEXATION RESOLUTION**

Action Item

The Town Council of West Liberty, WV, has expressed interest in annexing the real estate parcels owned by the Board of Governors, including the property on which West Liberty University and its various academic buildings, residence halls, residential rental properties, etc. are situated. Annexation would increase the Town's population and make the Town eligible for more (and larger) grant funds and for a larger portion of West Virginia Lottery proceeds.

At the February 9, 2011, Board meeting, President Capehart and General Counsel John Davis presented this topic as an Information Item and addressed questions that were posed. No major objections were voiced.

By state law, the University would have to petition the Town Council and "ask" to be annexed.

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors will authorize the University administration to petition the West Liberty, WV Town Council to annex all University property. Moreover, the Board will authorize the president to sign the necessary annexation documents.

West Liberty University Board of Governors
October 12, 2011

**WEST LIBERTY UNIVERSITY
RESOLUTION RE REPEALING A BOARD POLICY**

Action Item

The Board of Governors is asked to authorize a 30-day period during which campus constituencies (faculty, staff, and students) may review and comment on a proposal by the Chair and the President to repeal Policy 12, Publications. The policy is very outdated; the Office of College Relations and Marketing (referenced in the policy) no longer exists. In fact, there no longer is a campus 'clearinghouse' through which all publications must be channeled. The process by which content for publications is developed and reviewed is an administrative matter, not a Board matter.

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors approves the dissemination – for 30-day review and comment - of a proposal to repeal Policy 12, Publications.

WEST LIBERTY STATE COLLEGE BOARD OF GOVERNORS

POLICY 12: PUBLICATIONS POLICY

Definition: The term “publications” in this policy refers to all printed materials, as well as any electronic media, including web pages for the Internet. This policy excludes student publications, such as *The Trumpet*.

General Policy Statement: To assure consistency and the quality image of the college, all publications must be coordinated through the Office of College Relations and Marketing. The director of the department must approve all copy, design, layout, artwork, photography and all other aspects of any printed materials. Printing arrangements may be made by the requesting parties or by the Office of College Relations and Marketing under the existing purchasing policy. Web pages must conform to design and content standards established by the Office of College Relations and Marketing. The Office of College Relations and Marketing is responsible for maintaining the public image of the college and the quality standard of written communications and graphic presentation while remaining consistent with the college’s style and design standards.

Procedures/Responsibilities for Implementation: In addition to producing publications about the college as a whole, it is the responsibility of the Office of College Relations and Marketing to assist all requesting parties wishing to produce brochures, web pages and other recruiting and/or marketing materials. The requesting party must first secure the approval of the department chair, director or appropriate supervisor before embarking upon a specific publication.

With the exception of routine, internally-directed forms, all original publications must be cleared with the Office of College Relations and Marketing before being sent to the printer. The College Relations and Marketing staff will assist the requesting party with the writing and editing of the materials and will be responsible for the final design, production and coordination with the printer. The requesting party will review and approve the final draft.

Budget Considerations: Because direct printing expenses will be charged to the budget unit requesting the printing, the requesting party is responsible for securing the approval of the appropriate budget manager to ensure that funds are budgeted before any printing project is initiated. The Office of College Relations and Marketing can advise the requesting party of anticipated expenses and attempt to work within the framework of the designated budget.

Authorship and Copyrights: The college retains the right to copyright all materials. Individuals are not entitled to publish authorship credit. If requested, however, a letter denoting authorship will be placed in the employee’s personnel file.

Approved by the WLSC Board of Governors on 02/26/03.

**WEST LIBERTY UNIVERSITY
RESOLUTION REPEALING A BOARD POLICY**

Action Item

The Board of Governors is asked to authorize a 30-day period during which campus constituencies (faculty, staff, and students) may review and comment on a proposal by the Chair and the President to repeal Policy 52, Public Relations Representative. The policy is very outdated; most of the positions referenced in it no longer exist. Also, the steps described in it are unnecessarily cumbersome. The process by which media inquiries are handled is an administrative matter, not a Board matter.

The administration has in place a streamlined process by which media inquiries are directed to the Vice President for Community Engagement, whereupon input from other University personnel is used to formulate an institutional response.

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors approves the dissemination – for 30-day review and comment - of a proposal to repeal Policy 52, Public Relations Representative.

WEST LIBERTY STATE COLLEGE BOARD OF GOVERNORS
POLICY 52: PUBLIC RELATIONS REPRESENTATIVE

INQUIRIES FROM THE MEDIA

As a general rule, the media representative should contact the director of college relations and marketing (DCRM) for any information about the college. If the inquiry cannot be handled by the DCRM, the media representative may be referred to the correct administrative officer who can handle the inquiry. Anyone other than the DCRM talking officially with the media should understand that he/she may be quoted. If he/she doesn't wish to be quoted, he/she should tell the reporter indicating the conversation if "off-the-record." This phrase should be used sparingly to maintain credibility. Most reporters will honor such a request. The media representative should always be treated with the utmost courtesy and respect.

INTERVIEWS WITH THE MEDIA

All requests for interviews with college personnel should be directed to the DCRM. The DCRM will discuss the subject matter of the interview first with the media representative and then with the interviewee. (The DCRM will be present at the interview to provide any assistance with the interview and to aid the reporter with any follow-up material.) If a media representative calls a member of the college personnel directly for an interview concerning college policy, that person should direct them to the DCRM before making a commitment.

AUTHORIZED SPOKESPERSON

The President, the Provost/Vice President for Academic Affairs, Vice President for Institutional Advancement, Vice President of Student Affairs and Enrollment, Vice President of Administration, CFO, and Director of Athletics, as well as the DCRM should be the only people authorized to present the college's position on matters as designated by the president or appropriate to specific issues under their area of responsibility.. Exceptions may be made with the permission of the President in conjunction with the DCRM.

WRITTEN MATERIAL FOR THE MEDIA

The DCRM is solely responsible for all written material expressing official college business and prepared for general dissemination to the media. If there are exceptions when college personnel wish to prepare their own press releases, those releases should be submitted to the DCRM for editing, possible photographic support, and policy proofing.

CRISIS PLAN

In a crisis, the DCRM is designated as the official spokesperson for the college to prevent rumors and conflicting viewpoints. The following steps should be followed in the event of a crisis:

1. Immediate notification of appropriate college officials.
2. Either a meeting or a telephone conference to determine action to be taken.
3. A fact sheet or press release should be drafted and should contain a summary statement of the situation including all known details to be released to the media. This information should be made available to (and approved by) the President and appropriate Vice President(s). The fact sheet should be analyzed with respect to the public's right to know balanced against concerns for privacy and security.

4. Determine key constituencies that should be informed of the crisis, such as administration, faculty, staff, and students. Among the groups that should be considered for communication in a crisis situation depending on the severity of the crisis are; law enforcement agencies, trustees, parents of students, general public, mass media and alumni.

5. Determine whether the magnitude of the crisis merits establishing a Crisis Command Center and/or Media Briefing Center for coordination of crisis control efforts.

6. If the crisis is of sufficient magnitude, a press conference should be called to make an official statement to the media and to answer any questions. If a press conference is necessary, it should be convened in the R. Emmett Boyle Conference Center of the ASRC. The DCRM will be responsible for organizing and conducting the press conference. College personnel attending the press conference should be the President, the Provost / Vice President of Academic Affairs, and any other pertinent administrative officer. Additionally, a representative of campus security, the President of Faculty Senate, and President of Student Government may also attend if appropriate.

7. If there is a fatality, the name of the victim will be withheld pending notification of the family. The DCRM or other appropriate member of the WLSC staff may be designated to notify the family.

8. The dissemination of the names of any students involved in any kind of crisis will be released to the media only after permission to release such names has been reached by appropriate officers of the College and Campus Safety.

9. The DCRM will be responsible for providing the media with follow-up information and any new developments.

10. The College must always be completely open and honest with the media during a crisis.

Approved by the WLSC Board of Governors on 12/11/06.

METRO COUNTY EXPANSION PROPOSAL

Action Item

In an effort to enhance enrollment, West Liberty University would like to expand the metro rate to additional counties in the state of Ohio beginning with the 2012-13 academic year. With a continuing decline in graduates from some of our feeder schools, we need to continue to look elsewhere for enrollment opportunities. We have had success in Ohio, as most of the institutions in Ohio are either small private colleges or large universities. With our size and cost, WLU offers an attractive alternative to students from Ohio.

We would like to expand the metro rate west to Franklin County (Columbus), and north to Lorain, Cuyahoga (Cleveland), Lake and Ashtabula Counties. The metro rate would include those counties in between our current metro counties and those counties.

The proposed Metro Rate expansion would include the following counties.

Ashtabula (0)	Knox (0)	Noble (8)
Coshocton (3)	Lake (1)	Perry (4)
Cuyahoga (5)	Licking (1)	Pickaway (4)
Delaware (0)	Lorain (0)	Portage (0)
Fairfield (5)	Mahoning (3)	Summit (3)
Franklin (7)	Medina (3)	Trumbull (4)
Geauga (0)	Morgan (0)	Wayne (3)
Holmes (2)	Muskingum (16)	

The number of currently enrolled students is enclosed in parentheses next to each respective county.

72 students are currently registered from these counties for the fall 2011 semester. 21 of these students are seniors. Assuming an 80% graduation rate, there would be 55 possible returners next fall. 18 of the 55 are first-time freshmen. Assuming a 70% retention rate, the number of possible returners would drop to 50 students.

The current metro rate reduction is approximately \$2500 per year.

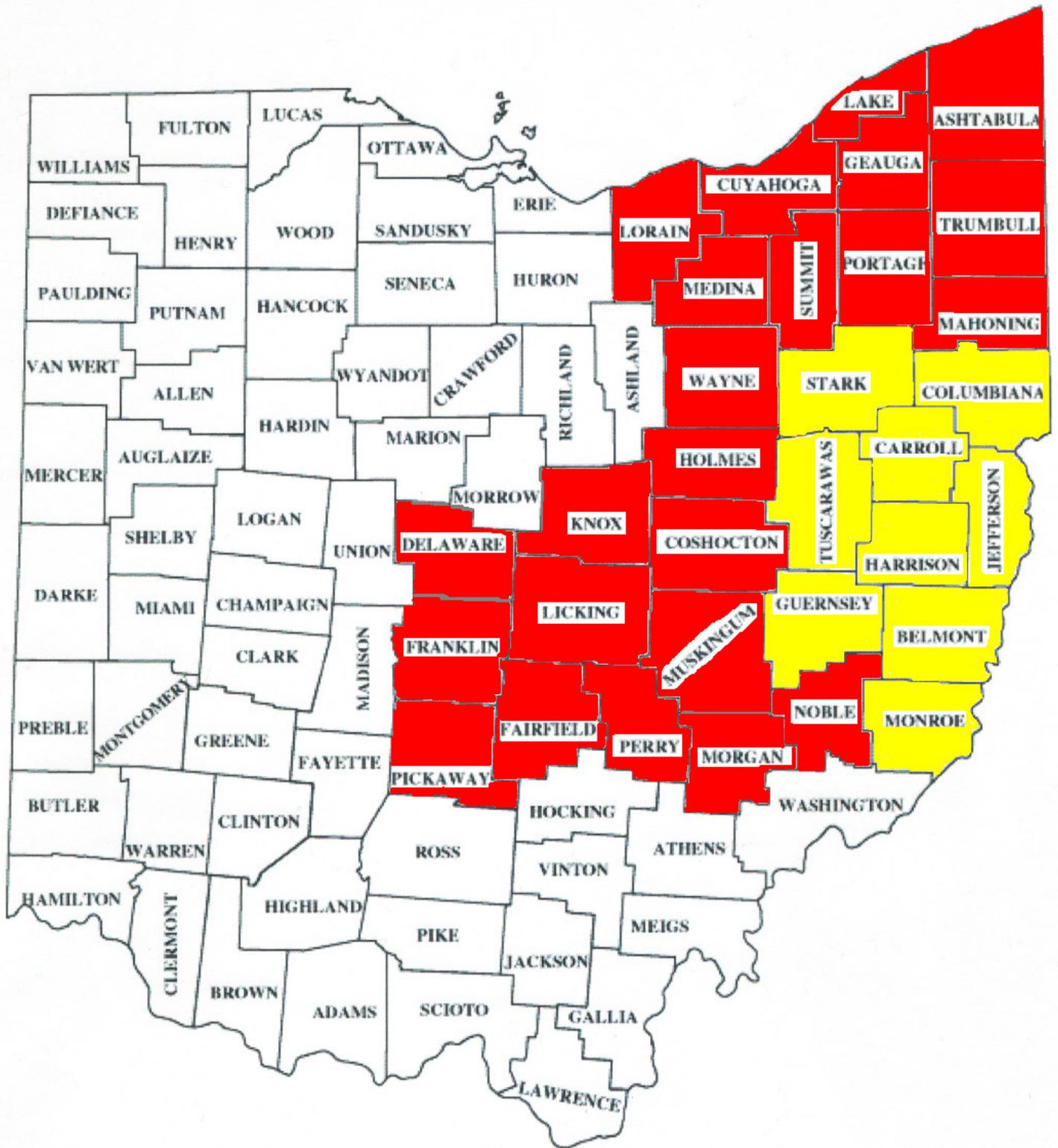
\$125,000 (50 students x \$2500) is the minimum amount needed to offset the tuition loss from the current out of state students paying the metro rate next year.

Assuming the current annual metro tuition rate (\$10,500) increases 5% (\$525) in 2012-13, a minimum of 12 new students would be needed to off-set the tuition loss.

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors approves the new Metro Rate counties beginning with the 2012-13 academic year as stipulated.

Yellow – Current State of Ohio Metro Counties

Red – Proposed State of Ohio Metro Counties



2011 UPDATE TO INSTITUTIONAL COMPACT

Action Item

The Board of Governors is asked to approve, per the West Virginia Higher Education Policy Commission, the 2011 update to the Institutional Compact that West Liberty University has established with the HEPC. The Compact Update report summarizes strategies and actions taken in 2010-11 to achieve Compact goals. The Update, which must be submitted to the HEPC by October 1, 2011, will be available for review by the Board.

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors approves the 2010-11 Update to the Institutional Compact.