

**West Liberty University  
Board of Governors**

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**Minutes**

**October 12, 2011**

Attendance:

Beverly Burke, Richard Carter, George Couch, Paul Limbert, Rob Marks, David Syrylo, Ann Thomas, Carrie White

Unable to Attend:

Brian Joseph, Patrick Kelly, Robert Steptoe, Michael Stolarczyk

Administration/Faculty/Staff:

Robin Capehart, John Davis, Mary Ann Edwards, John Gompers, Tony Koyzis, John McCullough, Jack Wright, Susan Herrick, Rosey Miller, Terry Wallace

**1. Call to Order:**

Vice Chair Carter called the meeting to order at 5:24 p.m.

**2. Swearing in New Board Member:**

Vice Chair Carter issued the Oath of Office to Edward "Rob" Marks. Dr. Marks is associated with Wheeling Hospital.

**3. Chairperson Comments:**

None.

**4. Approval of Minutes\*:**

Full Board	Executive Committee
08/17/11	08/03/11

Vice Chair Carter asked if there were any additions or correction to the listed minutes of the full Board of August 17, 2011 or the August 3, 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 August 17, 2011 and the Executive Committee of August 3, 2011 was then made by Paul Limbert and seconded by Ann Thomas; motion passed unanimously.**

**5. Annexation of University Property by Town of West Liberty\*:**

Mr. Davis stated that most of the Board members will recall that this item, Annexation of University property by the Town of West Liberty, was on the agenda in February as an information item. President Capehart and Mr. Davis presented the item and answered questions. State Code requires that if a town wants to annex the property of an institution there has to be authorization by the Board of Governors; this is why they are on the agenda tonight. West Liberty Mayor Rosey Miller is present this evening and would be glad to answer any questions. The reason for the annexation is pretty straight forward; the town's principal interest is the opportunity to increase the population. With the increased population the town will have the opportunity to apply for and get larger and more grants, and also have a share in a larger portion of West Virginia lottery proceeds. President Capehart stated that this is a good opportunity for us in building a relationship with the town. The normal concerns with annexation are not a problem to WLU to a great degree because we are tax exempt. Annexation will give the town the ability to increase revenue, which will help with water, sewage and town improvements; all of which are extremely important. Mr. Couch asked if the annexation will make students eligible to vote, to which President Capehart stated yes, if they're registered. Mr. Davis stated that there are 1,300 resident students who are an enumerated part of the population if annexed. West Liberty is the only institution in the State left within city limits of a town that is not annexed. Vice Chair Carter asked if there were any other questions.

**A motion 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 was then made by Paul Limbert and seconded by Beverly Burke; motion passed unanimously.**

**6. Proposal to Repeal Policy 12 – 30-Day Comment\*:**

Mr. Davis stated that as Board members are aware, President Capehart has a keen interest to get the Board policies, 54 total, updated. In going through this process it was noticed that there are two policies, as noted on the agenda, policies 12 and 52, which are outdated and no longer necessary. This is the first time in eight years of involvement in Board work that we have actually had policies come to the Board for repeal. The proposals are straight forward; 12 deals with Publications, which is outdated and refers to something called the Office of College Relations and Marketing which no longer exists. As a practical matter on how items get generated, published and put on the website on this campus is not, in the president's estimation or Mr. Davis', a policy matter and ought not have been a policy in the first place. If the Board passes this resolution, Policy 12 and the resolution to repeal will be put out for comment and all the usual constituent groups will have the option to comment. Mr. Davis asked if there were any questions. Mrs. Burke stated that while she agreed this should not be policy, should something like this be in the college procedure manual. Mr. Carter stated that we are kind of strapped because it is currently a Board policy and supersedes the procedure manual. By repealing this policy we will be able to create a procedure that is more consistent. Mr. Carter asked if by repealing these policies we won't be in violation of policies we currently have on file, to which Mr. Davis stated "yes." Mr. Carter stated that this is why it's good at times to do what we are doing; going through the policies to make certain they are relevant. That being said, Mr. Carter asked for a motion to put out for 30-day comment the repeal of policies 12 and 52.

**A motion 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 and Policy 52, Public Relations Representative was then made by Beverly Burke and seconded by Ann Thomas; motion passed unanimously.**

**7. Proposal to Repeal Policy 52 – 30-Day Comment\*:**

See combined motion under Item 6.

**8. Expansion of Metro Rate Counties\*:**

Mr. Wright stated that WLU has three tuition rates; in-state, out-of-state and metro for bordering counties in Pennsylvania, Ohio, Maryland and Virginia. The metro rate is \$3,500 cheaper than what we term as the out-of-state rate. The Admissions Department has investigated taking in areas of Columbus and Cleveland; areas not currently covered by the metro rate. We have 72 students who fall into these areas and need to pick up an additional 12 students to break even on the metro versus out-of-state rate. The Admissions group is very confident in being able to take in the Columbus and Cleveland areas and would more than pick up the students needed. This would open up a new area of about two million people for the metro rate that we don't currently have; this is an area that we need for growth. Glenville State College somehow has the entire state of Ohio under their metro rate, but we do very well in Ohio; historically not so well in Pennsylvania. The Admissions Department feels opening these additional counties will certainly help our enrollment and overcome any deficit from the 72 students we have in the area right now.

Mr. Couch asked how these counties were chosen. Mr. Wright stated that the original counties were chosen because they bordered West Virginia. Right now the Admissions Department is asking for Cleveland and Columbus in the metro; so we took all of the counties in between Cleveland and Columbus. President Capehart stated that we have a few students in each county, the largest being in Muskingum County, Cambridge, with 16 students. Again, we feel this opportunity will more than offset the loss of the out-of-state tuition. Mr. Couch asked if we could add Washington County. Dr. Marks stated that Marietta College is the nearest institution to West Liberty with a Physician Assistant Program. At a cost of \$24,000/year it could be beneficial to WLU to include Washington County. Dr. Koyzis stated that he has been having conversations with Gateway Community College. WLU could be the university of choice for these students with the two-plus-two programs. Gateway is very interested in working with West Liberty. Mr. Carter asked for a motion to approve the new metro rate counties, including Washington County.

**A motion that the West Liberty University Board of Governors approves the new Metro Rate counties beginning with the 2012-13 academic year as stipulated was then made by Beverly Burke and seconded by George Couch; motion passed unanimously.**

**9. Approval of WLU Institutional Compact\*:**

Dr. McCullough stated that the Institutional Compact is the University's contract with the HEPC and with the State of West Virginia legislative body and, quite frankly, the tax payers of West Virginia. This is our commitment to fulfill goals and objectives in the best interest of the University and the State of West Virginia. We have these goals aligned with the HEPC's Master Plan. It should be no surprise to anyone that institutions need to focus on enrollment, graduation rates, retention rates, degree completion rates, and licensure rates. In many of the categories the president was referencing, in retention rates we rank among the highest, if not the

highest, of all public four-year institutions in the State of West Virginia. We strive to be effective in fulfilling certain of those goals and the goals we share with the State of West Virginia. You will soon be able to view this report on line, prepared by Paula Tomasik, our Director of Institutional Research and Assessment. A lot of input on the part of individuals at this table is included. Scott Cook provides a lot of data for this report, reviewed by Dr. Koyzis and President Capehart. The Compact had to be submitted a week and a half ago and was approved by the Executive Committee. The Committee recommended it to be addressed here and are asking the Board for approval of this Compact. It will be on line shortly so everyone can see the report. The report is a fairly large document.

**A motion that the West Liberty University Board of Governors approves the 2010-11 update to the Institutional Compact was then made by Paul Limbert and seconded by George Couch; motion passed unanimously.**

#### **10. President's Report:**

President Capehart stated that members of the Board have received a copy of a report of some of the information contained in this evening's update. He then introduced Dr. Marks and gave Dr. Marks an opportunity to tell everyone a little about himself.

Dr. Marks stated that he is honored to be a member of the Board and looking forward to working with everyone. He grew up in Wellsburg, went to Brooke High, medical school at Marshall and back to Wheeling Hospital for training. Having a private practice in Wellsburg, he moved back to Wheeling Hospital four years ago and was designated as the institutional office in charge of all graduate medical education. He is involved with two residency programs, the Osteopathic Medical Program and medical students from five different medical schools. They have affiliations with Physician Assistant schools, including Marietta. Nurse Practitioners and all their schools come through his office, as well as student education with regard to medical training, nursing, dental hygiene, Physician Assistant; all areas of interest to West Liberty University. President Capehart thanked and welcomed Dr. Marks to the Board, also stating that WLU has gone a long way toward an emphasis on the health sciences. Dr. Marks will add a great deal of background and knowledge toward this endeavor.

President Capehart began his presentation with an update on enrollment and comparisons with the fall of 2010. At the completion of the presentation, President Capehart introduced Dr. Susan McGowan, Interim Dean of the Honors College. Dr. McGowan stated that her field is Gifted Education. Last year, \$6.7 Billion was spent on Special Education; only \$1 Billion on Gifted Education. There are three levels of students; high ability level, who understand information after one rep; middle level, who understand the information after six to eight reps; and special education, who take 13-plus reps to get a single concept. The question is what is it that the gifted get in these repetitions, taking 13-plus to get a concept? Calculated out to where they are sitting, these students lose about 1,000 hours of instruction time per year. When Dr. McGowan came to West Liberty and looked at the Honors College with President Capehart, honors students were allowed to graduate with less than a year's worth of credit and get "Honors" listed on their transcript. When programs were looked at from around the country and compared to what we have at WLU, students were coming into the Honors Program but we were not meeting their needs. We have reconfigured the class offerings for honor students and this fall, bringing in the first call for the Honors College, we are hoping to have 40 students under contract for 24 to 28 honors credits. All of the Deans, except one, and professors we believe are creative thinkers, will differentiate the curriculum for the honors seminars and sections of course work. What will be new is where we enhance the regular courses for the one or two who want to take honors courses; these courses will be differentiated for them. There will also be a study abroad experience as part of the requirements. We also plan on taking classes to the Linsly Outdoor Environmental Center; we have done this with our honors freshmen. A theme or topic will be selected as required reading prior to coming to WLU, which will give the students somewhat of a common ground on which to speak when they arrive. In the long-term, these students will live together in a dorm and make it a learning, working, and study community. A brochure for recruitment has been printed and the current Director and Dr. McGowan are planning a sweep through Pennsylvania, Ohio, West Virginia and Virginia to recruit for the Honors College. Dr. McGowan asked if there were any questions.

President Capehart stated that there are other projects Dr. McGowan is currently working on through the Institute for Innovation in Education and will periodically give updates to the Board. These new and exciting projects are what help make West Liberty become a great University.

The Board will recall that a Roundtable was held in June to get community leaders to the hilltop to mingle with Board members and others on campus, and also to talk about the Strategic Plan we have at WLU and how it aligns with the State Strategic Plan. The Roundtable went very well and was very successful. When this meeting was mentioned to the Chancellor he decided he wanted to do this throughout the State of West Virginia, holding five regional forums dealing with the State of West Virginia Strategic Plan, which is set to

expire at the end of the academic year. These forums were divided into specific areas, those being: Access, Cost and Affordability, Economic Growth, Innovation, and Learning and Accountability. President Capehart approached Dr. Terry Wallace, who is working on two or three projects with the institution, to attend and discuss our feelings about ways strategic plans unfold. Terry agreed to go and had a tremendous impact. Terry attended all but one of the forums with President Capehart attending the forum to be held in Shepherdstown. Combined with the fact that we had two seminars in higher education we sponsored and conducted at the Business Summit at the Greenbrier with business leaders throughout the state, WLU is establishing a leadership position in West Virginia. Dr. Wallace will give you some background.

Dr. Wallace stated that he has been around Universities most of his adult life, growing up and still residing in Neffs, learning to value education very highly. One of the things he enjoys about WLU is what he has seen for the last four to five years here; the President's leadership, new Provost; hoping for a breath of fresh air and getting a gale. Leadership is essential. Most of what President Capehart just talked about in terms of continued growth and the compliments received at the University are coming about not by leadership itself, but leadership is a key ingredient. 95% of what WLU has was here before. Leadership is a critical component in any successful organization. In healthcare, schools, government and church, with a great leader present you see impact and effect. When that person leaves it's not always the same. If we've learned anything it's that the leadership component is critical.

The unintended outcome by extending the metro rate, with Eastern Gateway going all the way to Erie from Steubenville, is the Ohio post-secondary education options. Kids who live there go to college for free in high school. They will have two years of college under their belt when they finish high school. We will be able to recruit in that population who are already identified for us ahead of time, to come here and finish in two or three years. This creates a lower graduation time, one of the things that the HEPC wants us to do. This also means kids come here for less than in-state tuition. This is a big deal and could mean numbers much larger than the handful we need to break even on the out-of-state tuition. Relationships built with international students can have positive ramifications in the future.

WLU is the only State University with a participant on the panel for these forums. President Capehart will be on Friday's panel held at Shepherd University. WLU has reached a level of understanding, trust and a demonstrated competency with the Chancellor that we could not have imagined three weeks ago. The HEPC is putting together their next five-year plan and need to look 25 years down the road. The problem is that getting to where we have to get with higher education in West Virginia cannot happen with the usual suspects. We are running out of the usual suspects. This year's class will be the largest class of 18-year olds we will see in our lifetime. We need to reach into the pool of graduating West Virginia high school students who have learning challenges, part of the 25% of graduating seniors who have a disability label, and provide not only accommodation but recruit and tell them something teachers and guidance counselors didn't tell them and that is that they can be anything they want to be. We also need a troops to college program. There are smart people loyal to West Virginia coming out of the military with experience, education and commitment who need help to embed them in the community structure of this state.

There are 80,000 jobs in West Virginia they cannot fill because people have not been educated to a level to qualify for those jobs. People are brought in from around the world for these jobs when we know how to train them right here. If we continue to do higher education the way we have in the past it's not in the cards, and doing a little bit better isn't going to get it done. West Virginia did the right thing on the charter schools and the "No Child Left Behind." WLU knows how to do a lot of things that need to be done in order to solve problems and develop this school into one of the top 30 in the country. This is a great place; we know what we're doing and have the capacity. We need to get off the hill, get it done and get in front of people. The Board of Governors has a big job. You have to figure out how to constantly do more with less. Money and budgets are shrinking and we need to get better results all the time. We can do it here with the right leadership. Dr. Wallace thanked the group for their time.

**10. Adjournment:**

The meeting adjourned at 6:21 p.m.

Brian Joseph \_\_\_\_\_  
Chair

George Couch \_\_\_\_\_  
Secretary