

**West Liberty State College
Board of Governors**

Minutes

October 22, 2008

Attendance:

Beverly Burke, Lynne Exley, John Larch, John Moore, Mike Turrentine, Shane Stack

Unable to Attend:

Brian Joseph, Roseanna Keller, Larry Miller, Mike Stolarczyk, Bernie Twigg

Administration/Faculty/Staff:

Robin Capehart, J. D. Carpenter, Jim Clark, Scott Cook, John Davis, Mary Ann Edwards, Pat Henry, Jeff Knierim, Donna Lukich, John McCullough, Tammi Secrist, Phil Stahl, Brian Warmuth, Jack Wright

1. **Call to Order:**

Chair Exley called the meeting to order at 5:00 p.m.

2. **Chairperson Comments:**

Chair Exley stated that there are some exciting people on this campus; people that make the world go round. She recognized Mary Ann Edwards and her recent 60-mile walk for breast cancer with her sister. She also stated that J. D. Carpenter will be recognized by the National Association of Student Personnel Administration. They are coming to West Virginia for the first time and will be here at West Liberty. Dr. Carpenter is serving as Chairperson of the Association. Chair Exley thanked Dr. Carpenter for his service with this Association.

Chair Exley reminded Board members that fall commencement will be held December 13 and encouraged all members to attend. Commencement is an important event to the entire College community. This will probably be the last class that will be graduating at West Liberty State College, instead of University.

Chair Exley stated that in the April minutes she talked about Board member contributions. The April minutes read, "As we near the end of the fiscal year, Chair Exley stated that another goal would be for the Board to have 100% participation in contributing to the WLSC Foundation. To date, we have four members contributing. Please consider your responsibility as a Board member not only to attend meetings and functions, but also to support the College financially. Please think about contributing. Chair Exley thanked those who do contribute and stated that it does not make a difference what amount you decide to contribute, but would like to have 100% participation." As it turned out, there were a few late contributions after the fiscal year ended.

A retreat will be held for the Board on November 7, 2008 at the Wheeling Country Club. Chair Exley and President Capehart have been working on a modified retreat so that only one day will be needed to cover all of the agenda items. It will be a full day, beginning at 8:00 a.m. for breakfast and will last until 5:00 p.m. The focus of the retreat is the future of the College. It is important for the Board to understand the Master Plan and where we are going if we are going to approve the Plan. If you can't come to the retreat for the whole day, please try as best you can to attend part of the day. The agenda will be e-mailed to members in the near future.

3. **Approval of Minutes*:**

Chair Exley asked for a motion to approve the minutes of the full Board of August 27, 2008.

Full Board

08/27/08

A motion to approve the minutes of the full Board of August 27, 2008, was then made by Bev Burke and seconded by John Moore; motion passed unanimously.

4. **Approval of Reports:**

Chair Exley asked for a motion to approve the reports as submitted.

A motion to approve the reports submitted from the Provost, Executive Director of Enrollment Services, Chief Development Officer, Executive Vice President and CFO, and the Vice President of Student Affairs was then made by Mike Turrentine and seconded by Shane Stack; motion passed unanimously.

Chair Exley then asked if anyone would like to move any of the reports from Consent Agenda to the regular agenda, to which Chair Exley noted she would like to move the Development Office report down to the regular agenda.

A motion to move the Development Office report to the regular agenda was then made by Beverly Burke and seconded by Mike Turrentine; motion passed unanimously.

Mr. Knierim stated that the Development Office is appreciative of the Board's support for the last fiscal year, but there's always room for improvement. Total Board giving was \$8,300. We are looking at a goal of \$12,000 from the Board for the 2008-09 fiscal year. The Development Office is working on a very aggressive plan to meet their goal this year. Mr. Knierim invited the Board to take the opportunity to leaf through the plan. The key word for the plan is participation. This participation includes all campus constituents, along with the Board members. Working with employees, faculty, and alumni, the office has developed some great programs in order to achieve their goals for this fiscal year. One of the items is a Challenge Grant. In order to increase alumni support we are in the process of getting \$50,000 in matching money that we can match with \$50,000 in new donation. Donors and alumni who have lapsed over the years will be used as the tool to match this amount dollar for dollar.

Last year the 2007-08 total giving to the Foundation was \$1,105,925. This was a good year considering for six months the Development Office was not fully in business. With the change in status, and by the time some personnel came on board, six months had lapsed. The Development Office was very pleased to be able to raise that kind of money. In fiscal year 2006-07 a total of \$3.2 million was raised, which was an extraordinary year. A large part of this was a \$1.3 million bequest and Gary and Flip West's generous donation, which you can see if you look outside to the left; the new football stadium turf. There is a lot of energy in the Office of Development, they are looking forward to a good year, and appreciate everyone's support.

President Capehart asked Mr. Knierim to mention briefly the new software that the Development Office is using for the phoneathon. Mr. Knierim stated that "Dialvision" will give us the ability to process 900 calls a night, which would bring the phoneathon into 21st century technology. This software is very much like a telemarketing operation. Jason Koegler painted a wall white to use as a screen, and you can project the amount of calls being made, amount of dollars, etc. There's even a map of where the donations are coming from. In previous years students used sheets with a list of names and dialed each individual number. The process is now completely automated. It is felt that this will be a big plus in helping us reach our goals this year for the phoneathon.

On this note Mrs. Burke reported on the Washington Center Gala mentioned in the Development Office report. Since West Liberty sponsored a table at this event, we will receive an \$8,000 scholarship. We currently have three Washington Center students participating in the London internship program, due to this scholarship and the generosity of a grant from the Foundation. With the money from the Foundation, we also have four students interning in Washington, DC.

5. **Enrollment Update:**

Mr. Cook distributed a copy of the Fall 2008 enrollment summary to the members. As copies were distributed, Mr. Cook stated that the Fall 2008 headcount is 2,507. This is an increase of 4.2% from the Fall 2007. The first-time freshman headcount is 552; an increase of 9.7% from the Fall 2007. The continuing student headcount also increased by 4.2%. Our graduate numbers have increased due to the Masters of Arts in Education Degree. We are still accepting applications but currently have 17 enrolled. The original Metro Rate Enrollment is up 14% in Belmont, Jefferson, Allegheny and Washington Counties. The new Metro rate Enrollment is up 75% in Columbiana, Monroe, Guernsey, Beaver, and Greene Counties, with the overall Metro Rate Enrollment up 24%.

The Board was then directed to the Ten Year Enrollment chart. We have expanded our reporting for the various student groups. Mr. Cook reviewed these areas and how their numbers are currently tracking. Following his update, Mr. Cook asked if there were any questions. Chair Exley asked if we were tracking those

students participating in on-line learning, to which he stated that they are put into the system by the Provost's Office and are included in this count.

Mike Turrentine asked if Mr. Cook had any thoughts as to why Allegheny County numbers are low. Mr. Cook stated that there are several problems. One is the perception they have of us in West Virginia. Another issue is although we're very affordable we are very close to what state institutions charge in Pennsylvania. A student can also receive their undergraduate degree and continue on in most public institutions in Pennsylvania for their master's degree. These are a few of the things we've heard. We are still working on this area and sending out a good message.

The question was asked as to why WLSC's student numbers are up. Mr. Cook stated that it's really a combination of things. When we meet with students and parents and mention the affordable cost and having the second highest graduation rate in West Virginia State institutions, this gets the parents up in their seats. We believe we send out a good message, along with the Metro Rate, increased scholarships, the laptops, and it all comes together. Not one item makes the deal; we do a lot of things well and attract students.

Chair Exley thanked Mr. Cook for his excellent report and loved to hear that our numbers up.

**6. Policy on Policies Approval*:
Review of Comments Received**

Mr. Davis stated that a few years ago there was a misunderstanding in policies which lead to the concerns submitted by Faculty Senate. We believe we have addressed these concerns in the final draft of the policy. These issues have been cleared up, and language has been inserted in the policy. The concern was that we need to have preserved in this policy the ability to propose policies, amendments on their own and do so through their representatives on the Board. The language has been changed to that effect. This is contained in the third paragraph of Section 2.

Mike Turrentine stated that at the Faculty Senate meeting yesterday the Administration was commended for putting together language which cleared up the matter. Once Faculty Senate Chair Gall saw this information there was absolutely no more confusion about the separation. With the two different mechanisms it was simply a misunderstanding.

Chair Exley thanked Mr. Turrentine for his input and asked if there were any other questions for Mr. Davis. Chair Exley then read the resolution for the approval of the Policy on Policies.

A motion to approve the new policy titled "Policy on Policies" was then made by John Moore and seconded by Shane Stack; motion passed unanimously.

7. Easement and Right-of-Way Approval*:

Mr. Davis stated that this action item is asking the Board for authorization of an easement and right-of-way to allow cable to be run by Comcast to our campus and to the residence halls to provide digital television and high speed internet in all halls. Those who have served on the Board for a few years recall that about three years ago the Board was asked to authorize an easement and right-of-way to the town so they could run sewer lines across WLSC's property. In essence, this is the same thing. Comcast is making a significant investment. The lines that Comcast runs to Shaw Hall and Krise Hall will remain their property, but they need access to these lines. They need to be able to come on College property to repair cables without any problems. Therefore, in the contract with Comcast we need to provide an easement and right-of-way. This easement and right-of-way will be recorded, once duly authorized, at the County Courthouse. Chair Exley then read the resolution for the easement and right-of-way.

A motion to approve the granting of an easement and right-of-way to Comcast in order to affect installation of cables, etc. needed for digital television service and high-speed internet service in the residence halls was then made by Beverly Burke and seconded by John Moore; motion passed unanimously.

8. John Marshall High School Proclamation:

President Capehart stated that John Marshall High School was named a 2008 No Child Left Behind National Blue Ribbon School of Excellence. They are one of only three schools in West Virginia and 400 nationwide. We need to start a tradition for the various schools in the area that receive these type of achievements for us to recognize them. President Capehart then read the Proclamation. The Proclamation will be presented at an upcoming school board meeting.

9. **President's Report:**

President Capehart stated that he has been attempting to meet with Classified Staff, Faculty Senate, and Student Government on a monthly basis. Sometimes this plan falls short, but for the most part he has been able to meet with these groups. A campus report has been given to various groups on campus by way of a luncheon the second Wednesday of each month. Some in attendance this evening may have seen parts of today's presentation. President Capehart then presented a campus update to the Board.

John Moore asked what the impact of the laptop computers has been at this point. Scott Cook and Dr. Carpenter have received input that the computers are making a difference. Dr. Carpenter stated he was talking with a student who received a computer and both of her parents work at Shepherd University. Shepherd is in the process of putting together this type of program, which puts WLSC a few steps ahead. President Capehart stated that the interest from faculty who are taking advantage of the laptops is very satisfying. There are approximately 30 faculty members in a class put together to teach them how to use the laptops in the classroom. Approximately a third of faculty members came through their studies using laptops in the classroom, so they are somewhat prepared.

The question was asked of Jeff Knierim as to how far ahead from last year the Foundation is in the annual fund, to which he stated over 17% in the first three months.

Mike Turrentine stated that he has been hearing many comments on how good the campus looks. His wife is an alumnae and sorority member participating in events and the perception is there. The landscaping is important and gives people a good feeling when they come onto the campus.

Jack Wright was asked to give an update on The Highlands project. When Mr. Wright first came on board he was hopeful we would get into The Highlands by January 1, 2009. On September 23, 2008 the Ohio County Development Authority pulled all construction at The Highlands. As of Monday they expect Town Center V, the Lifestyle Center which WLSC's in, the shell to be built by April 2009. At that point we will still need to build the interior. Best guess at this time is an August 2009 start. This is disappointing, but The Highlands had three problems: they got ahead of themselves on construction, didn't have leases for the spaces, and had large payables to contractors, and the economic downturn probably scared creditors. The latest information we have is that our best bet is we will be in by August 1st. All we can do is make the best of it at this time. On the up side, we still think it will be a great advantage to be at this location, and they want us there. When it was previously mentioned that all construction had stopped at The Highlands, it wasn't just our project, it was a number of projects. Currently the focus is on the AT&T building. Again, although the progress is disappointing, we all agree it is in our best interest to be located at The Highlands for greater access from Ohio and Pennsylvania.

Dr. McCullough was asked to address the ranking honoraries. We would identify initially what we believe are some outstanding faculty, in terms of scholarly activity, classroom performance, and community engagement. We would start the process with the primary involvement and input from the Deans for the selection of what is meant to be a very exclusive, signature club at WLSC. Students must earn your way through a variety of leadership roles and academic performance here at the College. The Chairs will provide significant input in identifying eligible students. By March or April we will look at the senior class and name next year's invitees. This is a selective process naming up to eight or ten individuals. It was suggested to look back to see if we can locate any Alumnae who might have been a part of this group. This would be open to both faculty and students. Once it's up and running, we could track down emeritus faculty. The group would meet a couple times a year.

Chair Exley reminded the group of the upcoming Board of Governors Retreat. The Chair and Co-Chair of the various Master Plan Committees have been invited and are encouraged to join the group.

Mike Turrentine asked Scott Cook if student financing has been or may be effected by the current economy and are we anticipating any difficulties. Mr. Cook stated we are under a federal government program and do not rely on private lenders for student loans. Some students with alternative loans may be an issue, especially if they have a parent loan component to the federal program. If the parent is not credit-worthy, we can increase the student loan through the federal government.

Chair Exley asked if anyone had anything else they would like to discuss. She then thanked the group for being at the meeting and that it's important that their presence is known.

10. Adjournment:

The meeting adjourned at 6:11 p.m.

Lynne Exley _____
Chair

Mike Stolarczyk _____
Secretary