

Minutes
WEST LIBERTY STATE COLLEGE
BOARD OF GOVERNORS
Saturday, September 13, 2003

ATTENDANCE:

Board Members: Brad Blair, Al de Jaager, Jim Frum, John Gompers, Roseanna Keller, Mary Kosar, Eric McCartney, Larry Miller, John Moore, and Will Turani.

Unable to Attend: Dan Joseph

Administration/Faculty/Staff: Richard Owens, John L. Davis, Bassam Deeb, Mary Ann Edwards Patrick Henry, John McCullough, Tammi Secrist, and Brian Warmuth.

1. **Call to Order:** Chairman Frum called the meeting to order at 10:05 a.m. September 13, 2003.

2. **Approval of Minutes:**

Full Board

- 06/25/03

Executive Committee

- 06/24/03
- 08/29/03

ACTION ITEM I:

A motion to approve the minutes of the full Board of June 25, 2003, along with the Executive Committee minutes of June 24 and August 29, 2003, was made by Mr. Moore and seconded by Ms. Keller ; motion passed unanimously.

3. **Swearing In of New Board Members:** The oath of Office was administered by Jim Frum, who officially swore in the new members of the Board of Governors.

4. **President's Report:**

(a) WLSC: Dr. Owens indicated a smooth beginning to the semester with enrollment numbers above budget and on target. Staff members should be commended, especially student affairs, and faculty members who helped maximize these numbers. A strong effort was clearly demonstrated and was successful. Bond money is currently funding work on campus improvement projects. Dr. Owens commended the Board's foresight, wisdom and courage to move ahead with the bond. The Internet project funded by grant money is currently under way and on schedule.

(b) HEPC (bi-monthly meetings): A resolution was passed by WVU's Board, to affirm from all state college governing boards, an agreed upon unity agenda. It was mutually agreed that, higher education is absolutely vital to the present and future of this state. Investing in it is a good investment. Requested is a restoration of cuts on the table for 2005, to reduce or restore all cuts so we can continue to meet our missions, do our jobs, serve the students and people of this state. The HEPC's draft FY '05 budget was passed with a 9.1% package of cuts. All involved are in support of this unity agenda and speaking as one voice to make this case with elected officials. HEPC Chairman Jones projected we would not know until the end of the legislative session in 2004 where cuts and requests stand. Senator Plymale and Delegate Mezzatesta have both come out in favor of not pushing the cuts to higher education.

In addition, Dr. Owens stated that a study was done for LOCEA with regard to higher education staffing for the year 1997. Numbers resulting from this study were surprising and LOCEA was skeptical of these results which showed higher education staffing in many institutions (including WLSC) down significantly in recent years. Earlier a state study suggested a \$70 million savings was projected if staffing numbers were to revert to those of 1997. It was surprising to see colleges were currently significantly lower in staffing. LOCEA is looking at this and many other issues to move the agenda forward. Dr. Owens asked for questions at this time.

Al de Jaager asked about a WV public radio statement from university presidents and their colleagues. Not having heard the piece, Dr. Owens thought it was specifically related to Marshall and WVU. Not having specific details he could only guess they are working on funding in certain programs, but adhering to the unity agenda. (Later, press releases on these statements confirmed this.)

Mr. Frum stated he is in favor of the Board sending letters of support for the unity agenda. Mr. Frum would also like to send a letter to the campus community from the Board with regard to enrollment this year. This letter would be a thank you from the Board for their efforts.

ACTION ITEM II:

A motion in favor of the Board sending a letter to the campus community thanking all involved in enrollment efforts this year was made by Ms. Keller and seconded by Mr. Miller; motion passed unanimously.

Much discussion followed in regard to the unity effort, a letter writing campaign, what should be contained in these letters, and other avenues to contact local legislators. Mr. Gompers suggested each member of Board personally draft a letter and send to all local legislators, asking these cuts not be made for this year and a possible restoration of funds. Classified Staff members should send letters detailing the blow their group took last year and the consequences to staff because of mandated cuts. Local legislators need to hear from everyone involved. Mr. Frum thanked everyone for their input.

ACTION ITEM III:

A motion in favor of the Board members sending letters of support for unity among WV institutions was made by Mr. Moore and seconded by Mr. Gompers; motion passed unanimously.

5. **Establishment of Finance Committee:** It is crucial for the present and future to have some type of financial strategic plan and a way to receive input for this plan. With bonds, funding issues, and economics, it was suggested to have a broadened finance committee with representatives from campus. The administration felt if a committee were established, the Board members and the WLSC administrative staff should be responsible.

Ms. Kosar stated SB 703 suggests that we have representation from faculty, staff, and students. A discussion followed with regard to establishment of a finance committee and its members, intent, and purpose. Information with regard to future meetings will be initiated by the chair, through the President's office.

ACTION ITEM IV:

A motion in favor of the establishment of a Finance Committee was made by Mr. Turani and seconded by Mr. Moore; motion passed unanimously.

6. **Bond Update:** Mr. Henry explained the tremendous amount of paperwork and signatures involved with regard to the bond. With the almost constant travel between WLSC and Mr. Frum's office, he proposed a resolution that the Board authorize him to sign for Mr. Frum in order to more efficiently process this paperwork.

ACTION ITEM V:

A motion in favor of a resolution to grant Mr. Henry permission to sign bond processing paperwork was made by Ms. Keller and seconded by Mr. Moore; motion passed unanimously.

A discussion followed on bond figures, costs, and amounts. An internal Bond Implementation Committee (BIC) was formed to approve bond projects and to prioritize these projects. The committee will meet once a week to stay on line with projects. Roofs, safety, lighting, and road patching are the main areas being worked on at this time. Mr. Gompers asked if the project priority list that was previously approved had changed. The list has not changed; the committee is prioritizing specific schedules and projects for roofs and cosmetics around campus that are

visible to people coming to various activities. The committee will track monies and any overrun to stay within projected numbers for each project. BIC members are Bassam Deeb, Jeff Turner, John McCullough, John Davis and Pat Henry. A discussion followed with regard to updating the board periodically to stay on line.

Mr. Blair stated all of the bonds were sold in their entirety in half a day. A letter should be written to Rich Lucas at Main Street for their participation. They bought just under \$1 million. WesBanco bought a large share through a second party. Much discussion followed regarding the bonds, visual improvements, and their impact on the campus community. Advertising these improvements and keeping them visible by way of the media was also discussed. Ms. Secrist will have information on the upgrades in the local papers. The Board thanked everyone involved in bond work.

7. **Academic Update:** Dr. McCullough stated we started the new semester with nine new faculty members. Consistently having an objective to increase terminal degrees, four of nine have their degree in hand, and two are at the point of six to 18 months to complete. As we continually strive to increase the percentage of full-time faculty who are doctorally prepared, the Board is aware of problems in that area to strive to be competitive in salaries. We started the semester with 107 full-time faculty members. In 33 years, this is the fewest number of full-time faculty members. We had over 120 seven years ago with fewer students. As we respond to financial cutbacks, we are about as lean as we can be in the area of faculty. We buttress that with adjunct faculty. In working hard to make sure individuals are not closed out of general study courses, sections are added through adjunct faculty, who do a wonderful job and bring new perspective to the campus. These adjunct instructors have a good track record and we will continue to effectively serve our students.

Our Self-Study and report on the focused visit by NCA have been approved. Both areas of academic assessment and general studies received high marks. The next NCA review is in five years. Dr. McCullough applauded all faculty, staff, administrators, and students involved in the study. The NCATE visitation will be taking place this coming spring. Many people will be involved throughout the campus. A strong self-study report creates a very positive image. WLSC continues to have an outstanding teacher education program – one of largest in the state.

WLSC's on-line distance learning initiative will launch four to five online courses in January. We will establish a new distance education committee to provide parameters in this area. Distance learning is a costly process involving technical support, energy, and involvement on the part of faculty members. With a growing number of non-traditional and Regent's BA working adults, we are making a more aggressive stance in providing distance learning. New faculty member in education, Dr. Marcia Hoover, brings a strong base and pedigree from WVU. She recently received her doctorate and has been named coordinator of instructional technology and distance education. Dr. Hoover was hired due to this background experience.

8. **2003-04 Annual Notification to HEPC of Academic Program Reviews:** Last year the Board approved the schedule submitted to HEPC for five-year academic program reviews. Identified programs are reflected in previous minutes. A letter has been sent to HEPC that verifies this information and if WLSC has been informed and does approve of the academic programs that are being reviewed. The program reviews focus on assessment, cost effect, and viability. The programs are Clinical Laboratory Science, Criminal Justice, Exercise Physiology, Interdisciplinary Studies, and the Regents BA.

ACTION ITEM VI:

A motion in favor of affirming the academic program review process was made by Ms. Blair and seconded by Ms. Keller; motion passed unanimously.

9. **Perpetual Academic Calendar: Policy No. 246:** At the June 25, 2003 meeting, the Board of Governors approved the dissemination of the WLSC Revised Perpetual Academic Calendar/Policy Number 246. This policy is proposing commencing the fall and spring semester one week later, and eliminating certain vacation days to reduce operating costs. 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.

A discussion followed on the positive impact of a later start date and students we were able to obtain because of this date. No complaints or problems have been heard from students and faculty with regard to this change.

ACTION ITEM VII:

Resolved, That the West Liberty State College Board of Governors approve the Revised Perpetual Academic Calendar/Policy Number 246. A motion to approve the policy was made by Ms. Keller and seconded by Mr. de Jaager; motion passed unanimously.

10. **House Bill 2224 Institutional Employment Policies:** At the June 25, 2003 meeting, the Board of Governors approved the dissemination of WLSC Policy No. 100-A, "Part-Time and Temporary Classified Staff Employees" and WLSC Policy No. 208-A, "Adjunct Faculty Hiring Procedures". The practices comprised in these policies have been utilized for a number of years and are now formalized as policy documents. No comments were received by the close of the 30-day comment period for Policy No. 208-A, "Adjunct Faculty Hiring Procedures". Therefore, the Board of Governors was asked to approve this policy as attached.

Comments were received with regard to Policy No. 100-A, "Part-Time and Temporary Classified Staff Employees". After review of these comments, it was recommended the Board of Governors approve certain of these changes, with the exception of changes to provision numbers five (V) and six (VI), and approve this amended policy as attached.

Discussion on 208-A is that it has been utilized effectively for years. At this point it would be a matter of putting it into an operating policy. A discussion followed with regard to the hiring of adjunct faculty and the number of full-time faculty members. It was noted during this discussion to review the talking points previously sent to Board members by Dr. Owens. These will be resent to the Board members. A question arose as to the set-up of the document. Any grammatical or other errors in the document will be corrected before added to the policy manual.

ACTION ITEM VIII:

Resolved, That the West Liberty State College Board of Governors approve WLSC Policy No. 208-A, "Adjunct Faculty Hiring Procedures". A motion to approve the policy was made by Mr. Gompers and seconded by Mr. Miller; motion passed unanimously.

After much discussion with regard to WLSC Policy No. 100-A, "Part-Time and Temporary Classified Staff Employees", it was decided by the Board to table this item and discuss in executive committee. Clarification is needed on what constitutes a full-time/part-time employee by means of a person's FTE. Clarification is needed on many issues involved with this policy to make possible any type of decision in today's meeting. Mr. Frum thanked everyone for their input on this issue.

11. **Institutional Rule on Credit Cards for Students:** HEPC has directed WLSC to formulate a policy on this matter. WLSC currently has a policy in place, which bans credit card companies from soliciting on the campus. After some discussion, it was decided to maintain the current policy already in place. Suggestions were also made as to how to market the ban as a positive point for the campus.

ACTION ITEM IX:

Resolved, That the West Liberty State College Board of Governors maintain its current credit card policy. A motion to approve the policy was made by Mr. Moore and seconded by Mr. Blair; motion passed unanimously.

12. **Marketing/Advertising:** Mr. Frum welcomed Tammi Secrist to WLSC and introduced her to the Board members. After informing the Board of her educational background and marketing experience, Tammi distributed an update on the College's media spending update. A total of \$90,000 is distributed between Marketing and Admissions. A plan is in place to expand our

marketing area into Columbus and Pittsburgh. Information is being gathered at this time from those areas. Target areas, rates, could be too expensive to get into those areas. Ms. Secrist distributed a copy of a billboard that will be visible locally. Also discussed was web site development with Jim Haizlett and the work he will be doing. Much discussion followed on areas being worked on and improved upon. Ms. Secrist was asked to outline a marketing strategy to present at the next board meeting.

13. **Student Affairs Overview:**

(a) **Divisional Update** – Mr. Deeb wanted to meet with the Board in view of the fact that they had approved the division of student affairs, and to update them on the three-phase approach this area is taking to develop the division. A handout was distributed as to what their map is for the next couple years. A discussion followed on the previous operation of area. The current task was to look at the functions we perform and examine policies, address general concerns for the institution as a whole, along with student input. In the assessment phase, we meet with staff members in the new unit. 60 hours were spent with 45 individuals looking at issues, what worked, and what didn't work. As a result is the lists on pages two and three of the document. Much discussion followed on the different phases of the document and what has occurred and what will occur in the future.

(b) **Enrollment Update:** We are currently at an FTE of 2,836. Housing is 1,077, having been at 1,098. Even now it will take some time to get actual numbers with movement still taking place. The FTE is slightly above the headcount, which is a significant positive story in the short term. We have a number of students that take beyond their credit load.

A discussion followed with regard to fees; who pays, how they are prorated, and what the fees are attached to. Much discussion followed on how we attract students, whether it is through marketing or high school guidance counselors. Recruitment and retention are major issues that need everyone's involvement. Students and their involvement in this area are utilized as much as possible. Programs have been established for student involvement, along with programs to meet with high school guidance counselors.

14. **Budget Strategies Overview:** With the limitation on the amount of tuition we offer, there may be potential reductions in various forms of budgetary support. HEPC is going to ask for the restoration of projected cuts, but also will put financial aid at the head of the list so Promise Scholarships, state grants, and HEAPS programs will be part of the budget requested by the policy commission. We should anticipate some type of budget reduction, assuming the state is not able to grant everything. Also anticipate some of ceiling tuition increases. HEPC thinks the 9.5% increase ceiling will be lower this year, possibly 7%. There could also be less than a 7% max increase. PEIA and BRIM could both be higher - 13% for PEIA and 30% for BRIM. With these unfunded mandates, there is no way to avoid those costs when putting together budget strategies. There is no way to speculate at this point. To date, the figure we are looking at is approximately \$861,000.00 if there is a 9.6% cut, plus unfunded mandates around \$200-\$250,000.

15. **President's Goals:** The executive committee approved the one additional presidential goal (plus the previous four) based on WLSC's Strategic Plan/Compact with the expectation this additional goal will be accomplished during 2003-2004.

ACTION ITEM X:

Resolved, That the West Liberty State College Board of Governors adopt the additional presidential goals to be accomplished during 2003-2004. A motion to approve the goals was made by Mr. Miller and seconded by Ms. Keller; motion passed unanimously.

16. **New Board Member:** A letter of appointment was mailed to Governor Bob Wise on August 14, under direction of the Executive Committee, recommending Bernard P. Twigg fill the board position made vacant by the resignation of Debbie Boger.

ACTION ITEM XI:

Resolved, That the West Liberty State College Board of Governors approve the recommendation for the appointment of Bernard P. Twigg to fill the board position made vacant by the resignation of Debbie Boger. A motion to approve the appointment was made by Mr. Miller and seconded by Mr. Turani; motion passed unanimously.

17. **Possible Executive Session:** None.
18. **Other Issues:** Mr. Frum asked if there were any other issues. There were none raised. Mr. Frum stated he is unable to attend the Board of Governors training session to be held on Friday, October 10, 2003 in Charleston. He encouraged any board member that could attend to do so.
19. **Adjournment:** The meeting adjourned at 12:45 p.m.

Jim Frum _____
Chair

John Moore _____
Secretary

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