

**WEST LIBERTY UNIVERSITY  
BOARD OF GOVERNORS**

**October 16, 2013  
4:00 p.m.  
Shaw Hall Board Room  
WLU**

**AGENDA**

1. Call to Order
2. Chairperson Comments
3. Consent Agenda\* ..... 10 Min  
Minutes of the Executive Committee 010/02/13  
Minutes of the Full Board 08/14/13  
Undergraduate Tuition & Fee Waiver Report 2012-13
4. Action Items\* ..... 30 Min
  - a. WLU Institutional Compact Update\*
5. Informational Items:
  - a. President's Report..... 25 Min
  - b. Faculty Senate Update..... 10 Min
6. Adjournment

\*Action Items

**West Liberty University  
Board of Governors**

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**Executive Committee  
Minutes  
October 2, 2013**

**Executive Committee Members:** Richard Carter, George Couch, Ann Thomas

**WLU Administrators:** Robin Capehart, John Davis, John Gompers, Stephanie Hooper,  
John McCullough, Jack Wright

1. Chair Carter called the meeting to order at 8:15 a.m.
2. BOG Business – The next Board of Governors meeting will be held in the Board Conference Room at 5:00 p.m. on Wednesday, October 16, 2013. The BOG Finance Committee will meet at 4:00 p.m. in the East Conference Room.
3. FY 14 Operating Budget Status – Jack Wright discussed the reasons behind the overall decrease in revenue and the current budget balance. He explained that the major reasons for the revenue decline involved a decrease in enrollment, a decline in the number of residence-hall students, and a decrease in the capital fee revenues. A decrease in salary/benefits and in overall expenses has helped to produce a positive budget balance.
4. Facilities Update – Jack Wright described the progress being made on ADA compliance, on Campbell Hall, and on the proposed renovations to the seating and press box at Russek Field, the latter of which would be covered by private funds.
5. Change in Auditors – Stephanie Hooper explained that the firm of Costanzo & Associates, as a subcontractor of Deloitte & Touche, would be conducting this year's audit of the University, resulting in the internal preparation of our financial statements.
6. President's Report – President Capehart updated the Executive Committee on the items to be included in the October 16 agenda. The President will update the Board on other items on October 16.
7. The meeting adjourned at 9:07 a.m.

Richard Carter \_\_\_\_\_  
Chair

B. Ann Thomas \_\_\_\_\_  
Secretary

**West Liberty University  
Board of Governors**

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**Minutes**

**August 14, 2013**

**Attendance:**

Beverly Burke, Joe Carey, Richard Carter, Sandra Chapman, George Couch, Brian Joseph, Patrick Kelly, Jessica McDonald, Frank Noble

**Unable to Attend:**

Ann Thomas

**Administration/Faculty/Staff:**

Robin Capehart, Scott Cook, Brian Crawford, John Davis, Mary Ann Edwards, John Gompers, Shannon Halicki, Stephanie Hooper, Jeff Knierim, Jason Koepler, John McCullough, Marcella Snyder, Jim Watson, Jim Stultz, Jack Wright, Angie Zambito-Hill

**1. Call to Order:**

Chair Carter called the meeting to order at 5:02 p.m.

**2. Chairperson Comments:**

Chair Carter noted that a number of special Board meetings were held in June dealing with the three-year evaluation of President Capehart and developing his contract. A contract was developed, approved by the Board, accepted by the President and we're ready to go for another school year. According to the Provost, the 26<sup>th</sup> of August is the official start of classes. Having completed a successful school year as mentioned in the minutes, we're looking forward to the upcoming year.

**3. Swearing in of New Board Members:**

Chair Carter welcomed Ms. Sandra Chapman, Mr. Joseph Carey, Ms. Jessica McDonald as the Student Government representative, and Mr. Frank Noble as the faculty representative to the meeting, followed by each taking the oath of office.

Chair Carter stated that on behalf of the current Board of Governors we welcome the new members and look forward to working with them and is very pleased everyone carries some degree of esteem with them for having been placed in this position of trust and hopefully we are going to have much success together. Having previously lost members of the Board because of the continuing education credit requirement, Chair Carter emphasized the importance of the three hours of credit the first six months and six hours of credit in the first two years for new members. There may be some activities that can qualify for credit in that regard, but some may also be achieved on-line and don't take much time. The HEPC became very demanding about members keeping up with their Board credits and discharged four of WLU's members for not having a sufficient number of credits. We are very happy to have accomplished people coming onto this Board and understand how welcome you new members are on this Board.

**4. Consent Agenda\*:**

The only consent agenda items are the full Board minutes of June 15, 2013. Chair Carter asked if there were any additions or corrections to the minutes.

**A motion that the West Liberty University Board of Governors approve the Consent Agenda item was then made by George Couch and seconded by Brian Joseph; motion passed unanimously.**

## 5. Informational Items:

### a. President's Report

Chair Carter stated that it is good to see a number of different areas represented tonight and looking forward to the information delivered this evening. He then asked President Capehart to begin the report and updates.

President Capehart stated he had two discussion items, the first involving discussions held by the Executive Committee with regard to the Advanced Academy of West Virginia. The issue is the students who are admitted to the Advanced Academy and their ability to stay on campus. This is a dual enrollment program in which high school students come on campus and register for a series of classes in the Honors College that align with their high school classes. These are not AP or honors courses and the student gets dual credit and graduates from high school with college credits. The program was started last year and we have had some discussion about the ability for some students to board.

President Capehart turned the discussion over to Dr. Shannon Halicki, a WLU faculty member and Dean of the Honors College where the Advanced Academy is located, along with Scott Cook, Registrar, and Marcella Snyder, Director of Housing and Residence Life. We know that a lot of concerns have been addressed, well placed concerns with students on campus, and they will give a presentation to explain where this matter sits today.

Dr. Halicki stated that this is the only program of its kind in West Virginia. Other states have had the program for a long time with great success. High school students are boarding on campus without incident. The program has a real potential for growth, but the only way to realize this growth is to cast a wider net in recruiting efforts. To do this we would need to allow students from further away to live on campus. We want to be very clear that none involved are particularly cavalier about the idea of minors or high school students living in dorms with traditional college students, but it's worth exploring. We have an opportunity this year with one incoming student from Marshall County who Ron Witt and the Committee have gotten to know fairly well.

Govardhana (Gova) Borrero is 18 years old; older than most high school seniors and her family is an immigrant family from Brazil. She spoke no English when she came here, learned very quickly and is now a top debater on her team. She expresses herself with an eloquence that many professors have come to accept with her maturity and poise and doesn't seem to fit in the traditional high school setting.

Her family is worried about her driving the longer commute to West Liberty and thought since she's 18 she might be an interesting test case for WLU to see how such an arrangement would work. Marcella Snyder, Associate Dean of Students and Director of Housing & Residence Life came up with a detailed list of special restrictions and rules applying to potential Advanced Academy students in the dorms. Marcella will tell the Board more about the student being constrained by different rules; more than the average student. We are here to seek the blessing of the Board to take advantage of this opportunity. Chair Carter asked if these rules apply to this person only, to which Dr. Halicki stated they would apply to students in the Advanced Academy who are 18 years old.

Marcella Snyder stated that the student will live on the freshman honors floor and be placed in the same suite as a resident assistant on the floor. The suite consists of two bedrooms connected by a shared bathroom, making it easier to monitor traffic to the room. There will be no visitation and no overnight visitation, which would normally occur on the weekend, and they will be required to leave after class on Friday. Chair Carter asked what is considered overnight visitation. Ms. Snyder stated that no visitation is no guests in their room and overnight visitation, which would normally occur on the weekend, would not be allowed. The opinion at this time is that there would be no guests. Chair Carter asked what time does an overnight visit begin, to which Ms. Snyder stated, "Typically midnight." With this being a brand new situation we can alter visitation with specific rules for Advanced Academy students. Mr. Couch stated that he is not crazy about these students being in the dorm, but if we had someone who was 13 or 14 who wanted to enroll, would they be denied because of their age? Ms. Snyder stated that they would have the ability to live on campus. Mr. Couch stated that we most likely have incoming freshman who are 17.

Chair Carter stated that this is a very litigious world we live in and with a number of attorneys on the Board, we are well aware and concerned about certain responsibilities we may have at WLU.

We are talking about someone now on an exception basis who is 18. Chair Carter stated he personally would not mind someone who is 18 years old living on campus as part of the Advanced Academy, and if we want to monitor them for future purposes and hold them to particular rules for observation purposes it's fine. He would rather have their parents acknowledge that they have achieved adult status and relieve us of those responsibilities that go along with people who are not an adult. It's good we want to look at this and observe as a test or prototype case to see if we want to go further, such as 16 or 17 year olds. There is concern about the liability issues in this regard, but this young lady is older than some who have started college and probably far more mature. Mr. Gompers stated that we need to look at an issue like this and pretty much apply a rule-of-thumb that says the younger the student the more heightened sense of care required. Although 18 years of age is an adult under the law, going that extra step of setting-up the rules proposed this evening is the right way to go. If the student is still in high school, contact other schools and find out how they've handled the situation and whether it has been successful. Mr. Gompers felt we are on the right path and as Chair Carter had stated, there are probably 20 or 30 kids who are going to be in the freshman class who are 17 with no heightened sense of duty on the part of WLU. Chair Carter strongly recommended parents be advised and know what we are undertaking; WLU is not babysitting.

Ms. Snyder stated that more rules have been discussed, along with policies currently in place. Any violation of either would immediately involve the parents and may end in the student's removal from the residence hall and program. In addition, discipline for emotional or physical behavior would also mean immediate involvement of the parents. There will be a sit-down with the parents in advance to talk about safe living advice and tips to help in the transition to campus life. Mr. Couch stated that printed forms of all code of conduct and residence hall procedures should be reviewed as well and receipt acknowledged. President Capehart thanked Dr. Halicki and Ms. Snyder for the good job and for the time and thought into these ideas, along with Scott Cook. Mr. Cook stated that if we were dealing with 16 or 17 students they wouldn't be before the Board discussing this case, but since we are looking to see if we can't expand the program in the future, this one student with strict regulations next to an RA on the floor would be a good test case. Ms. Snyder's staff is well trained and involved with the parents. After one year we may not want to go in the direction of Academy students in the residence hall, but we can put steps and measures in place to make it happen.

Chair Carter stated that he is not opposed to the prototype of using an 18 year old to see where to go from this point. Mr. Gompers stated that this is an administrative item with no change in procedures. If anyone is vehemently opposed they should voice their opposition at this time and give their position. Chair Carter thanked everyone for the good due diligence on this matter.

President Capehart stated that most other campuses have segregated housing for Advanced Academy students. If we have a good year, we can come back and revisit this issue next spring. If it gets to the point we can recruit a higher number of students than we have available housing, we can revisit at that time. Chair Carter stated that this is a good first step. Before additional steps are taken in the future they need to be discussed with the Board.

Mr. Noble asked if the student is here for the entire year, to which President Capehart stated that they will be here all year paying the Advanced Academy board rate. Mr. Kelly stated that WLU needs to make sure they never assume a greater duty to these students than we would have to another. Chair Carter stated he has thoughts on this same issue. Mr. Kelly stated that the student would be living next to an RA; does that imply that you're assuming a greater duty to watch over them more than someone else? We don't want to give the impression we'll do more for that child than anyone else. Chair Carter stated that's why he wanted the parents to acknowledge that the student is an adult. When there is a discussion with these parents on treating their child like other students, if we chose to take additional steps, would we want them to sign a waiver to that effect?

Mr. Kelly stated he is curious what other colleges do; he doesn't like the idea that we are going to assume additional duties. That's where the trap is; you assume additional duties, and the one time you don't do it and there's a problem, you get into trouble. Mrs. Burke asked if the student or parent can claim discrimination because of imposing stricter standards on her when she's older than some of the freshmen. President Capehart stated that she would be considered a specially admitted student, not a degree-seeking student. Chair Carter stated that with the lead coming from our official Counsel, Mr. Gompers, that he should prepare a document for what we want to

accomplish and how it will be accomplished. President Capehart and Chair Carter thanked Dr. Halicki and Ms. Snyder for their information.

President Capehart stated that each year he presents a statement of goals for the upcoming year. This year, looking at the statement of goals, he asked each of the Colleges to come to today's meeting to speak for a few minutes to give a flavor of what we are looking at doing in the upcoming school year.

President Capehart stated that with regard to the goals of the President's Office, the HEPC has requested that we file a new strategic plan that would be coordinated with their document; something we already planned to do. The HEPC originally wanted this information by December 13, 2013, but most institutions at a recent meeting said this would be too rushed for the campuses. The current plan is to be presented to the HEPC on August 1, 2014; working backwards we need to have the information to them for approval by June 26, 2014, having come before the WLU Board of Governors in June of 2014. Although constituent groups are currently not on campus to work with, we've met with Dr. Crawford regarding the process and the process will be open, collaborative, transparent, and with broad participation. There will be plenty of opportunity for open dialogue and to get the groups together to iron out the process and bring the information back to the Board to advise. This is the primary goal of the office next year; a collaborative effort for the Strategic Plan.

The next matter is the SmartCampus Initiative. Dr. McCullough stated that the SmartCampus Initiative is the major initiative coming out of the Focus 2020 project. This was campus-wide involvement of the principles and one of the foundations of the Focus 2020 approach was how we can do things more effectively for students, staff, and benefactors. There were 23 focus groups campus-wide, giving employees the opportunity to provide input on inefficiencies, better practices, and protocol at WLU. Ron Witt did a great job of the analysis of information and Tammi Secrist in facilitating the meetings for each group. There were over 1,000 ideas, suggestions, and recommendations. There has been some prioritization but there's more work to be done. Under the four categories for prioritization, there are 18 issues of primary concern to address and hope to resolve, and we hope to make more effective what was identified as inefficiency. This year we will be involved in five of those issues involving a number of people in the WLU community. A report is in progress and we will get back to the Board later as to the significant projects.

President Capehart stated that one other committee that came out of the SmartCampus Initiative that Dr. McCullough chaired was the President's Council on Sustainability. Dr. McCullough stated this is a campus-wide working committee dealing not only in terms of the environment, but also with social and economic sustainability. The President talks about what makes a great University and what an effective University should be doing and that is all aspects of sustainability. The Committee will try to undertake one major project, at least for this coming year, that deals with sustainability.

With regard to the Provost's goals for AY 2013-14, Dr. Crawford stated there are three main issues, one being the revision of a number of policies. There are faculty personnel policies, some of which have been in place for 30 years or more, which need revised slightly. Some have problem areas and need to be addressed. The second issue is to modify the basic academic process for enhanced efficiencies and to allow for more data-driven decision making. We would be working toward more effective curriculum changes and course scheduling. We need to be more efficient in whatever we do with students with regard to faculty and meeting spaces. We won't spend time on things we don't need to. Centralized electronics continue on those efforts with new revisions this year. The third issue is to address HLC and HEPC requirements, looking at compact targets, goals, and terms of enrollment beginning with compact targets and strategies to achieve those goals. Next Monday the first compact meeting with 50 faculty and staff members will meet to discuss the HLC Open Pathways Accreditation process. We need to establish a quality initiative project and will be meeting this fall to determine the project and how the data will be driven. The processes have been in place for quite some time and we are looking for ways to do the electronic data. The HLC and HEPC Master Plan were released last spring. At one time the HLC did a campus visit every ten years and an evidence room would be set-up with information and data to browse through, which they don't do any more. Now the information is uploaded to their data base, which we will begin doing this fall once we decide what to upload and who is responsible for gathering the information to make sure this happens. Once we get

started it should go smoothly, but it's an ongoing process. Those are the three big areas of emphasis this year, along with continuing to monitor and develop new programs.

Chair Carter asked with regard to the revision of policies related to faculty personnel issues; is the Provost allowed to unilaterally change a policy? Dr. Crawford stated that he is not. Chair Carter asked if there is a process or protocol and does it take a plurality. Dr. Crawford stated that Faculty Senate is involved and Policy No. 123-Policy for Submitting/Revising Policy is followed. A policy revision was done recently with a proposal made from Deans Council, which is then passed along to the President for his recommendation, but it also goes to Faculty Senate and Human Resources for comments. Once all of the input is received, the President makes the decision on whether to modify or keep the policy as is. In some cases the Provost has been working with the President of Faculty Senate, starting back when he was a Dean, to come to some agreement before anything is sent to the President. Chair Carter asked if the President is able to veto a policy, to which Dr. Crawford stated that the President can veto movement on a policy.

With regard to the Dean of Students goals for AY 2013-14, Scott Cook stated one of their goals deals with growing veterans population. There is a recruiting plan for every group WLU would like to attract except the veterans. We have not been very successful in this area and have hired a student vet to help implement the plan. He is working on a number of things to attract more veterans.

Mr. Cook went on to say that there was a drop in retention last year. Students may not be doing well academically in their first year, lose their financial aid for this reason and are not able to return. His area is developing a second-year course for students on probation after their first year dealing with the ramifications and addressing these issues.

An on-line at-risk program is also being developed for freshmen students. There had previously been a program subsidized by the HEPC, but they are no longer providing funding. This program will be created in-house to identify the reason students leave, are not attending classes, and what other issues students face. This is being worked on for the upcoming year.

With regard to the Executive VP/CFO's goals for AY 2013-14, Stephanie Hooper, VP of Finance, stated they will begin working on the FY 15 budget in the next few months since it must be submitted to the HEPC by the end of March. We will also start the process of moving WLU's financial statement preparation in-house. Currently we have members of a local CPA firm come up every quarter and prepare the financial statements. We hope to have this process in-house by the end of the first quarter.

We have contracted with a vendor to calculate an indirect grant rate, a process we tried several years ago without much luck. We need a new direct rate and hope to have this by the end of summer.

Currently there are two processes that have come up in the Focus 2020 discussions; pcard and travel. Both processes are currently paper-driven and we hope to move these to an electronic driven process.

President Capehart asked that the indirect grant rate be explained. Ms. Hooper stated that it's essentially a cost analysis of what it costs from an overhead prospective to manage a grant on campus. With grants and research corporations, some of the Federal grants will allow for an indirect rate that they would reimburse, along with actual grant money, to help recover some of the costs from an overhead prospective. Figuring the percentage is complicated and based on square footage of buildings, expenses, and wages and salaries.

Jack Wright stated with regard to the maintenance and capital goals, there is substantial completion of Campbell Hall and hope to move the Chemistry, PA, Nursing, and Dental Hygiene Program classes in by January 1, 2014. At the current time, floors two, three and four are ahead of schedule and the basement Chemistry lab is slightly behind schedule.

The University was sued in Federal court by a handicapped student for non-compliance with the ADA Act. The majority of our buildings are pre-1975. Historically, WLU has not had many students with this particular handicap, but had made in-house accommodations to take care of their needs. We are working hard on compliance and if you've been around campus you will see

we have completed three ramps, 11 curb breaks, two sidewalks, one chair lift in Main Hall, and three handicapped dorm rooms.

Mr. Wright stated that the long-range capital and maintenance plan, as part of the Strategic Plan, will be complete in the fall. We will take the 2008 plan and update it to where we are today.

The last item is a 5% reduction in water usage. Unfortunately, WLU's water system was put in when Shotwell and Shaw Hall were built. There is one meter for the entire campus. Last year when we renovated Shaw Hall we found out we were irrigating everything for the last 20 years. We have had a 45% increase in water usage and we need to get it under control.

With regard to the Executive VP and General Counsel's goals for AY 2013-14, John Davis noted that veterans of these Board meetings are aware that we have been reviewing and revising the Board policies. There are 52 or 53 Board policies and we are looking at seven to see if changes need to be made. The first policy is Policy No. 23 – Policy on Policies. The legislature did some work this past spring which caused the HEPC to change its rule on how policies are created. We need to take a thorough look to see if we need to change this policy. The other six policies identified were put on the list because there has been a problem from an administrative standpoint on campus for some and others haven't been updated for more than a few years. Jim Stultz, VP of Human Resources, also believes we need to take a closer look at these policies.

With regard to the Vice President of Human Resources goals for AY 2013-14, Jim Stultz stated there are four goals and there is a theme that they will be following during the course of the year. There will be compliance with efficiency and common sense, stating that compliance is a significant issue. As Dr. Crawford and Mr. Davis had mentioned with regard to policy changes and updates, HR is driven by both observations as a result of SB 330, State Code, and ongoing internal codes to follow for compliance. We need to dramatically change our entire employee recruitment policy to be more comprehensive and streamlined. It is currently not in keeping with how to find good, quality candidates.

With regard to updating HR policies, this falls into several categories. Some policies are dealt with through the University internally and processed through the President for approval, while some go back to the Board and require a significant period of time for review, comment, modification, and action.

There is a need for accountability in HR of employees who are not part of the normal employee stream. This is driven by several factors, such as the implementation of the Affordable Care Act; to monitor the length of time employees spend on the job, develop in conjunction with the Provost Office a better accounting for adjuncts, student employees, and contract work with supplemental pay with a WV48. We have people that are paid for additional work that is not in keeping with their job description. We will be reviewing this issue and also potentially saving money because of the excess payments made outside what the normal job description entails. In FY 13-14 the Cabinet will address what HR is accountable for; HR has a lot of significant ideas. Mr. Stultz's view is driven by regulations, requirements of the HEPC, and more and more a processing function as opposed to having innovativeness for a great quality HR office. SB 330 has a direct reporting relationship between Mr. Stultz and the Vice Chancellor for Human Resources at the HEPC, in addition to the President. That's the way the law reads, although Mr. Stultz is not in favor of this line of reporting.

With regard to Institutional Advancements goals for AY 2013-14, Jason Koegler stated that Institutional Advancement was recreated two years ago and has evolved since then. There is a combination of all entities on campus dealing with things going outward from campus, such as "Off the Hill," shown regionally. Along with Mr. Koegler, the office consists of Angie Zambito-Hill, Development; Tammi Secrist, Marketing; Theresa Gretchen, WLUTV 14; Shane Stack, Alumni Relations; Maureen Zambito, Media Relations; and Whitney Inkster, Creative.

IA is often barraged for pamphlets or help with a mission. 51 is the number to focus on for FY 13-14; if it doesn't have a 5 or 1 in it, it's not going to happen. The focus is on two areas; at some point in the future they would like to reach a benchmark of \$5million for the year, not necessarily this year. They would also like the marketing plan to help bring in 100 additional new students.

Mr. Koegler reviewed a fundraising comparison chart from 1995 through 2013, highlighting fundraising dollars, excluding estate gifts, breaking out Gary West money. Gary West is very unique in terms of a donor, who is a philanthropist; he likes to see things happen now, not in the future. Without Gary, we're still trending well. Chair Carter asked for a definition of estate gifts. Mr. Koegler stated that if WLU is in a will for a specified dollar amount it's counted at the time of the pledge and not included as fundraising money.

Angie Zambito-Hill gave an overview of support for the IA Department, noting she is the only full-time fundraiser with 40% of her time dedicated to Development. Ed Pastilong's focus is on the athletic area and continuing relationships. Shane Stack, Director of Alumni Relations, spends 25% of his time in Development and has paved the road and kept up the pipeline of annual donors. He will oversee the phonathon this year, an event related to Development. Other support comes from Deans, coaches, staff from media and marketing, a data base with approximately 30,000 records, the Foundation Board, and work with the Alumni Board as volunteer fundraisers.

Over \$200,000 was raised from 316 new donors last year. IA is trying to create new donors to strengthen the pool. With the history of State funding, it's more important than ever to do private fundraising. The President's Circle now has 183 members. A summary was given of the Office of Development for Plan FY 14. The six fundraising goals are Campbell Hall-\$500,000, Kelly Theatre-\$200,000, football stadium-\$1,500,000, the Great Gala-\$50,000, Zach Amedro-\$100,000, and Bucks for Brains-\$40,000. New areas of focus are Endowed Faculty Positions-\$1,000,000, College of Business Scholarships-\$250,000, and Technology-\$100,000. The goal is \$4.1 million for FY 14. A list was given of upcoming events to be held. Chair Carter stated that the office did a little under \$4.1 million in FY 13 and that was with Roadworthy. He liked the fact that they are setting the bar at that figure. Ms. Zambito-Hill stated that based on things in the works, they feel it's achievable.

Tammi Secrist gave a history on the Office of Marketing from 2004-2013. In 2013 there is a major change in marketing strategy. The trend in Higher Education at one time was talking about small classes and affordability; general information. Today's trend is to be more specific and talk more about individual college programs. One area where we've seen real success for marketing is the online efforts. This past year we have been program specific with the PA Program, Dental Hygiene, and Athletic Training. We've had a number of conversions through these online efforts. Conversion doesn't mean they became a student, but they are seeing our ad and wanting to take the next step to get more information. We cannot capture information on whether a person becomes our student, but we can capture information on what they have requested as part of the direct online marketing.

When the WLU men's basketball team was in the Elite 8, we decided to try some online advertising and amp up the ads. We could see what prospective students would be interested in, whether sports or otherwise. We were able to raise awareness for WLU during that time and saw 330,000 impressions; meaning our ads were seen by 330,000 and had 1,000 clicks from the Louisville area. This was a very cost effective opportunity for us that we may expand in different areas.

A number of areas fall under marketing. Maureen Zambito has done 153 press releases for FY 13 at \$12.75/month, three times per week.

Channel 14 signed an agreement with Scott Nolte as the voice of the Hilltop for the football program. He will also work with students for on-air commentating. We have increased local programming with Off the Hill, Your Town, At Issue, In Your Business, and the Bordas and Bordas Legal Review. We are using a new system called Ustream to increase our visibility on line so more people can pick up our programs. There have been issues in the past where you couldn't log on or get bumped out during a program. Mr. Couch asked if we measure market share with Channel 14. We can measure online use, but we are not recognized as a traditional television station. Ustream will help us measure these things.

Our creative development has worked with the quality of WLU's aligned pieces. Samples of various pieces put together for the Admissions Office and campus community were shown. Chair Carter asked what percentage of students apply on line versus manually filling out applications. Mr. Cook stated that 70% to 80% of students fill out applications on line.

Mr. Couch asked with regard to the University's endowment; what are the goals for the endowment. Mr. Koegler stated that the goal is to raise the endowment of new money for the long-term. Some of the conversations toward endowment may take several years; it's not fast. They will work closely with the Foundation to establish the endowment more clearly. The trend in giving is more instant gratification; money in, money out. Mr. Couch agreed that we need long-term endowment and have to start somewhere. He also stated that it would be helpful if the Board members could be added to the distribution list for press releases. The members don't normally see the releases until they hit the newspapers. It would be good if they can talk about it before friends and neighbors read about it.

With regard to the Athletic Director's goals for AY 2013-14, Jim Watson stated that they are near substantial completion of two projects that we are proud and appreciative of; the soccer field for the varsity soccer team was launched a year ago. Construction started about a year ago after a lengthy process of negotiating the lease and Jack Wright's due diligence. The field exceeds NCAA dimensions and features computerized irrigation and extensive under drains, which are very important in the maintenance of the grass. We are ready to launch our first home game the same day as our opening football game on the road. If you get a chance to take a look at the field it's located below the baseball field. The goals have been installed, lines painted today, and we're waiting on the scoreboard to be delivered.

The second project you've seen in the media, thanks to Gary West, was the announcement and progress of Russek Field. There will be five 100-foot light poles; the bases are already cemented 21 feet into the ground and weigh five tons. They will give us 75-foot-candles of light which exceeds NCAA TV specifications. We can dim them down for things like band practices where you don't need to be on TV. Expected substantial completion of this project is by the end of the month or September. The first night game in the history of West Liberty will be held Halloween night. We hope everyone gets a chance to come and dress in costume to get in free.

President Capehart noted that WLU is sponsoring a coal forum at The Highlands at 11:30 a.m. tomorrow to discuss the WV coal industry, labor, and management. They will talk about the future of coal and the event is open to the public for anyone to attend.

With regard to the Vice President of Community Engagement goals for AY 2013-14, Jeff Knierim stated that he works to connect the hilltop with the community, inviting speakers throughout the community to talk about programs. He also facilitates the University Economic Club with grant money from BB&T Bank with higher level speakers. The high school civics challenge is coming up with a quiz bowl type of format. This can be viewed on Channel 14 and ABC Ohio Valley. This event promotes local high schools and gives WLU that connection with future "customers." Another community affairs show called "Your Town" airs on Channel 14. Mr. Knierim acts as the liaison between the University and West Liberty's Town Council. Since the University was annexed into the town it is important to maintain this relationship and make the community a better place to live. Chair Carter asked if this is the only Council we're involved with. Mr. Knierim stated he is involved in four area Chamber of Commerce. He also started a Toastmaster's Club that meets at The Highlands. This is an international club to promote communication and leadership skills. There are members throughout the community and after the first year we received an award for being a distinguished club and recognized by Toastmaster's International. A brochure was distributed for the Community University at West Liberty for lifelong learning. This is a learning opportunity for those 50 and older and is a great way to connect that demographic to the University. It has been very successful with volunteers presenting programs in history, art, music, recreation, business, finance, and other areas. The summer terms had 110 students. Programs are held during the spring, summer, and fall terms at The Highlands Monday through Friday. Classes are during the morning and afternoon and fit the senior criterion nicely. This is a wonderful venue and the tuition is \$25 to attend one or all of the courses offered. Mr. Knierim asked if there were any questions.

Mr. Cook updated that residence hall student numbers are down 18, which is surprising because we were over by 100 applications. Football players having a late arrival will help and we still have 15 to 20 transfer students to be registered. The out-of-state students have rebounded and are running ahead somewhere between 8 to 10 students as of today.

President Capehart stated in closing that he is always impressed by the quality of people working at WLU and it's an honor to work among these people. We've really had a first rate

administrative staff and he is appreciative every day for the hard work they do. Chair Carter stated that he concurs with the President and enjoyed the presentations. He then asked Mr. Cook if he was close to having a count of students entering this fall. Mr. Cook stated this number is tracked daily and as of yesterday we were behind 52 students compared to last year at this time.

**6. Adjournment:**

Chair Carter asked if any further business was required. There being none the meeting adjourned at 6:51 p.m.

**A motion that the West Liberty University Board of Governors adjourn the August 14, 2013 meeting was then made by Beverly Burke and seconded by George Couch; motion passed unanimously.**

Richard Carter

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Chair

Ann Thomas

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Secretary

West Liberty University Board of Governors  
October 16, 2013

## **2013 UPDATE TO COMPACT**

### **ACTION ITEM**

The Board of Governors is asked to approve, per the West Virginia Higher Education Policy Commission, the 2013 update of the final year of the “Charting the Future” Compact and the initial target numbers and rationale statements for the “Leading the Way” 2013-2018 Compact. The Update, which must be submitted to the HEPC by November 1, 2013, will be available for review by the Board.

**Proposed Resolution: Resolved, that the West Liberty University Board of Governors approves the 2013 Update to the Compact.**