

WLU Board of Governors

Regular Meeting

Wednesday, October 16, 2019 – 4:00 p.m.

Location: Shaw Hall Board Room

“...to provide our students with the opportunity for a high quality undergraduate, graduate and professional education.”

- I. Call to Order/Roll Call/Quorum and Mission Statement**
- II. Introductions**
 - A. CMTA Performance Contract Presentation
- III. Public Comment** Description: Up to 10 individuals may sign in to speak in open session for three minutes each. The sign-in sheet will be available from Executive Secretary Mary Ann Edwards fifteen minutes prior to the meeting until the noticed start time.
- IV. Agenda Order (Board may move to change order of consideration)**
- V. Approval of Minutes***
 - A. Minutes of the Full Board 08/21/19*
 - B. Minutes of the Executive Committee 09/25/19*
- VI. Board Items**
 - A. Property Acquisition*
 - B. Honorary Degree*
 - C. Pay Raise*
 - D. Nominating Committee*

*Action Items
- VII. Reports**
 - A. Chair of the Board of Governors (Ford)
 - B. Provost (Crawford)
 - C. Enrollment Update (Cook)
 - D. Student Government (Yakicic)
- VIII. President's Report**
- IX. Finance Report**
- X. Information Gathering (Members may ask questions or gather information to prepare for future agenda items without general discussion or action at this meeting.)**
- XI. Executive Session - Personnel**
- XII. Actions Emanating from Executive Session**
- XIII. Next Meeting Date – Wednesday, December 18, 2019**
- XIV. Adjournment**

**West Liberty University
Board of Governors**

**Minutes
August 21, 2019**

Attendance:

Jack Adams, Kelly Baker, Richard Carter, Cindy Fluharty, Patrick Ford, Robert Gall, Rich Lucas, William Mercer, Kris Williams, Isabella Yakicic

Unable to Attend:

Joe Carey

Administration/Faculty/Staff:

Scott Cook, Brian Crawford, Mary Ann Edwards, Steve Greiner, Diana Harto, Angela Hill, Jason Koegler, Roberta Linger, Nick Musgrave, Joe Rodella, Sara Sweeney, Ron Witt

I. Call to Order/Roll Call/Quorum and Mission Statement

Chair Ford called the meeting to order at 4:00 p.m. and a quorum was established.

II. Introductions

Current and new board members made introductions.

III. Swearing in New Board Members

Chair Ford issued the Oath of Office to Kelly Baker, Robert Gall, and Isabella Yakicic and welcomed them to the Board.

IV. Public Comment

None.

V. Agenda Order

No changes were made to the agenda order.

VI. Approval of Minutes

A. Minutes of the Full Board June 5, 2019*

On motion by Richard Carter and seconded by Cindy Fluharty, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the full Board of June 5, 2019.

B. Minutes of the Executive Committee August 7, 2019*

On motion by Jack Adams and seconded by Kris Williams, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the Executive Committee of August 7, 2019.

VII. Board Items

None.

VIII. Reports

A. Provost (Crawford)

Dr. Crawford stated that we received approval for the MS in Athletic Training from the U.S. Department of Education last week. The Intent to Plan for the MS in Exercise Physiology has been approved by the HEPC, along with the MA in Art Therapy and Counseling, and the MS in Speech Language Pathology.

With the possible closure of OVMC and EORH, there is a great deal of concern for the 86 PA, Nursing, and Medical Lab students needing placements for clinical rotations, internships, etc., along with the psychology and social work students who also do placements. A discussion followed with regard to Pennsylvania institutions and other placement factors.

B. IT Strategic Plan (Rodella)

Mr. Rodella opened his presentation with a review of the mission of the Information Technology Department. He continued with the three components of the strategic goals and what they entail, those being the connected campus, creating a platform for personalized learning, and creating a “dashboard mentality” and improve institutional reporting. This was followed by a review of current projects and closed with a brief discussion on prior infrastructure work completed on campus.

C. Enrollment (Cook)

Mr. Cook distributed an enrollment update as of August 21, 2019. Summer registration was 744, an increase of 162 students. A summer tuition break was offered and the majority of classes were on line. Applications for fall 2019 are 2,542, up 330 from this time last year, with accepted applications up 66. Overall headcount enrollment is down, which is the total number of students registered to take classes, by 45 students. Numbers will continue to fluctuate for the next two weeks. Graduate student numbers are up, along with housing applications. We currently have 60 to 70 international students, representing 25 to 30 countries.

D. WLU Foundation (Hill)

Ms. Hill stated that FY 2018 closed on June 30, 2019, with just under \$2.3 million in revenue, 11 new Nathan Shotwell Society members, and \$2.5 million in deferred gifts. The annual audit is currently under way. New projects are planned, one of which is the new signage project. The project is estimated at \$100,000 with a goal of \$30 to \$40 thousand to start this year. They are also looking at endowment projects and investment club initiatives. A brief discussion followed with regard to increasing first time givers, reaching a younger audience, and building awareness with current students.

E. SGA (Yakicic)

Ms. Yakicic noted the current SGA officers and she recently attending the WV State Leadership Conference at Jackson’s Mill. SGA is working to reach out to the community and partner with local businesses for student discounts by presenting their topper ID. They are hoping to go live with the idea in 2020. Topperfest plans are in the works, along with the possibility of a bus trip to New York in the spring semester. They are also looking into requiring board and senate members to complete community service projects; one in Wheeling and one in West Liberty. Homecoming dance plans are in process, noting that alcohol will only be served to those with wrist bands after an ID check upon entry to the dance.

IX. President’s Report

Dr. Greiner asked Ms. Sweeney to give an update on graduate enrollment. Ms. Sweeney stated that the numbers will fluctuate until mid-October, but we are just over 300 students. A good relationship has been established with WVSOM and the bridge program, although they have raised their requirements for WLU students.

Dr. Greiner stated that WLU’s Gary E. West College of Business was recognized recently by College Consensus for having one of the Best Online Master’s in Accounting Programs for 2019.

The final draft of the 2019 Campus Master Plan and subsequent recommendations has been received; the last plan was done in 1999. This is a road map of where we want to take the institution in the next 10-15 years in terms of planning. The signage project has started and the leadership team will develop a priority system for implementation.

Recently there were two visitors from China who are interested in partnership with WLU for health care management and possibly some certificate projects in Nursing and Physical Therapy. This would be our second partner in China.

Last week, on a conference call with our first partner in China, it was stated that the question most asked by Chinese parents when trying to recruit students for the U.S., "is it safe to send our children to the United States," because of all the mass shootings.

150 young people attended the Sheriffs Youth Leadership Academy this summer. This was the first year for the academy at WLU, which was very successful, with talk of returning next year.

Don Clegg was recently inducted into the Ohio Valley Athletic Conference Hall of Fame. Mr. Clegg is a valuable member of WLU's athletic office. The WLU volleyball and tennis teams have again been awarded academic honors. Our athletes continue to do well academically.

Dr. Greiner displayed a WLU advertisement in the Pittsburgh Steeler yearbook, opposite the page from Ben Roethlisberger.

Dr. Greiner gave a list of construction updates. The apartments across the street are not ready at this time. Building one is scheduled to be ready by mid-September and building two may be ready October 1. A discussion followed with regard to displaced students. As soon as we get the asbestos report, we will be taking down three houses on property purchased on Rt. 88.

Air conditioning issues continue in Fine Arts, Main Hall, the cafeteria, and Bonar Hall. We need to move forward with a performance contract, one where we can go out and request companies to replace all of our HVAC systems, with them funding the project, and we pay them back through the savings. These are normally set up with a 15-year pay back. A discussion followed with regard to how a performance contract is structured.

Mr. Witt and Mr. Koegler distributed copies of the special edition Top of the Hill, with a departure from the previous format, it highlights accomplishments done as a team at WLU. All of the good work of employees, faculty, staff, and students attributed to this issue of Top of the Hill. Formerly text heavy, a concerted effort was made to make it visually appealing. Mr. Koegler stated that this will be a great tool when meeting with alumni, donors, legislators, etc. To view the Top of the Hill online, a link is located at the top of WLU's home page - <https://westliberty.edu/alumni/files/2019/08/WLUTopOfTheHillAug2019.pdf>.

X. Finance Report

Ms. Linger gave an update as of July 31, 2019, the first month of the new fiscal year. A brief discussion followed with regard to unencumbered net cash.

XI. Information Gathering

Dr. Gall noted the presidential evaluation process, which is being organized.

XII. Next Meeting Date – Wednesday, October 16, 2019.

XIII. Adjournment

On motion by Richard Carter and seconded by Cindy Fluharty, the meeting adjourned at 5:21 p.m.

Patrick B. Ford _____
Chair

Jack Adams _____
Secretary

**WEST LIBERTY UNIVERSITY
BOARD OF GOVERNORS**

**Executive Committee
Minutes
September 25, 2019**

Executive Committee Members Present: Jack Adams, Patrick Ford, Kris Williams

WLU Administrators: Scott Cook, Brian Crawford, Stephen Greiner, Roberta Linger

1. Call to Order/Roll Call

Chair Ford called the meeting to order at 8:00 a.m.

2. Budget

Ms. Linger gave a report on the FY20 budget status as of the end of August. So far, revenue is about where it should be and expenses are trending slightly lower than budgeted. We have been notified that the state is considering a 4.6% mid-year appropriation cut based on decreased revenue.

3. Enrollment Update

Mr. Cook gave an enrollment update. The numbers are being finalized now and he expects we will have between 2,480 and 2,500 total enrollment this fall. Enrollment is up in all categories except returning students and in-state freshmen. The number of students in campus housing is also up. There was discussion of current recruiting efforts.

4. President's Report

President Greiner reported on several items:

- a. He, Ms. Linger and Mr. Koegler will attend the HEPC meeting this Friday, where he will give a five to ten-minute presentation based primarily on content from the recent *Rise* publication. He will cover mostly changes that have taken place over the last three years. WLU is the first school to be invited to give such a presentation to the Commission.
- b. WLU was recently named a "hidden gem" by College Raptor, along with Shepherd and WVWC.
- c. The U.S. News college rankings for the year have been released. We have been ranked #12 in Social Mobility, which is a new category. There was discussion of reasons for our relatively high graduation rates and other factors that contributed to this ranking.
- d. The Theater program continues to do well and earned Kennedy Center awards again this summer.
- e. Topper Station was recently launched. This will provide more and better content to viewers.
- f. He gave a construction update on several projects:
 1. We are moving furniture into the first new apartment building this week and hope to move students in next week, even though the parking lot will not be complete. Building two is at least several weeks behind and building three construction is in the early phases.
 2. All preparation work for the demolition of houses on recently purchased property across Route 88 has been completed and we are waiting for the demolition to begin. This may be as soon as next week.
 3. At a meeting on Monday, plans for the first phase of work on the 4th floor of Campbell Hall were finalized and we are moving ahead with that project. Construction should start after the first of the year and be completed by August 1, 2020. This will provide clinic space for the Clinical Psychology and Speech Language Pathology programs.
 4. The Indoor Practice Facility is nearing completion and is expected to open by October 1st. The sprinkler system and turf still need to be installed.
 5. The Library elevator project is continuing and should be completed in the next four to six weeks.
 6. Panhandle Cleaning and Restoration has purchased the property across from the apartments at the bottom of the hill and the trailer there will soon be removed. The property will become a parking lot for the apartments and may also provide a location for a campus welcome sign.

7. Improvements and expansion of the athletic weight room are being supported by Panhandle Cleaning and Restoration and construction should be complete before fall football practice 2020. This project will allow for multiple teams to use the facility at the same time.
8. There was discussion of the lighting on the new soccer field, which allow games to start later in the afternoon. This means players do not need to miss afternoon classes as they did before we had a lighted field.

5. Executive Session

Pursuant to WV Code § 6-9A-4, at 8:40 a.m., a motion to retire to executive session to discuss a property acquisition and BOG officers was made by Jack Adams and seconded by Kris Williams; motion passed unanimously.

6. Actions from Executive Session

A motion to rise from executive session at 9:57 a.m. was made by Kris Williams and seconded by Jack Adams; motion passed unanimously and the Committee rose from executive Session.

The following actions were taken:

- a. A motion that West Liberty University not accept the property gift was made by Kris Williams and seconded by Jack Adams; motion passed unanimously.
- b. A motion to name the WLU Board of Governors Executive Committee as the Nominating Committee for the replacement of the Board Chair for the remainder of the six-month term was made by Jack Adams and seconded by Kris Williams; motion passed unanimously.

7. Adjournment

The meeting was adjourned at 10:00 a.m.

Patrick Ford _____
Chair

Jack Adams _____
Secretary

PROPERTY ACQUISITION

ACTION ITEM

The Board of Governors is asked to formally decline the donation of the county courthouse property located in the Town of West Liberty.

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors hereby decline the donation of the county courthouse property located in the Town of West Liberty.

HONORARY DEGREE

Action Item

Proposed Resolution: *Resolved*, that in affirmation of the recommendation of the Honorary Degrees and Recognition Committee and the President of the University, the West Liberty University Board of Governors authorizes the conferral of an honorary Doctor of Humane Letters (DHL) degree from West Liberty University at the December 2019 commencement to Dr. Sarah Armstrong Tucker, and on a date yet to be determined, the awarding of an honorary Doctor of Humane Letters (DHL) degree from WLU to Phyllis “Flip” J. West.

SALARY INCREASE

Action Item

The West Liberty University Board of Governors is asked to approve the following salary enhancements for faculty and staff effective October 26, 2019:

- Faculty – a total of \$128,210 to be distributed based upon merit and external competitiveness (equity) tiers as established by WLU Policy 245 and Procedure 240 to those who were on payroll prior to October 1, 2018.
- Staff – a total of \$122,088 to be distributed based upon merit in accordance with WLU Compensation Guidelines to staff at least .53 FTE who were on payroll prior to October 1, 2018.

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors approve the salary enhancements as stated, effective October 26, 2019.

PRESIDENT'S REPORT TO WLU
BOARD OF GOVERNORS
OCTOBER 16, 2019

- At the request Sarah Tucker, HEPC's Interim Chancellor, President Greiner, Roberta Linger, and Jason Koeqler presented an overview of the "Good Things Happening at West Liberty University" to the HEPC Board on September 27, 2019.
- West Liberty University has been ranked as a "hidden gem" in the Northeast by College Raptor, an online college planning platform that provides information for students researching the best colleges and universities at the best price. This selection recognizes WLU as one of the best colleges in the country, based on a combination of factors, including number of applications received, graduation rates, campus diversity, endowment per student, and other key metrics as reported via the National Center for Education Statistics (NCES) for the most recently available enrollment year.
- *U.S. News & World Report's* college rankings feature a new social mobility ranking that evaluates which schools best serve underrepresented students. According to the *Baltimore Sun*, "Students from economically disadvantaged backgrounds are less likely to graduate college than other students." "A university is not successful if it does not graduate its students." "By including social mobility indicators, U.S. News is further recognizing colleges that serve all of their students, regardless of economic status." Because of its service to disadvantaged students, West Liberty University was named a **Top Performer on Social Mobility** in the recently released Best Colleges 2020 rankings.
- Niche.com, Inc. has named West Liberty University as one of the top 10% Safest College Campuses in America.
- Alumna Jennifer Schwertfeger, science teacher at Cameron High School was named West Virginia's "Teacher of the Year". Schwertfeger is a graduate of WLU's College of Sciences, class of 1989. "As a proud West Liberty alumna, I'm very thankful for my

education. I earned a biology degree at West Liberty and didn't become a teacher until the age of 40 years."

- West Liberty University has gone live with a new digital platform as it unveiled Topper Station. "We have been working on an enhancement of our broadcasting platform for some time and Topper Station offers an updated digital presence and a dynamic user experience," said Vice President of Institutional Advancement Jason Koegler. Topper Station incorporates academics, live events and university promotion with a community platform that offers great entertainment, educational programming and a live stream of content. Topper Station will coordinate WLU-TV14 programming, the Topper Station website content and the Main Street Bank Video Board stream, located in the ASRC (Academic, Sports and Recreation Complex).
- The West Liberty University Marching Band was invited to participate in two parades: Wheeling 250 Parade in celebration of Wheeling's 250th anniversary and the Ohio County Fair Parade.
- West Liberty University's theater program was the recipient of more awards from the Kennedy Center American College Theater Festival (KCACTF). The cast of last season's production of, "The Secret in the Wings," received **Distinguished Achievement in Ensemble Performance**. Callie Carroll was recognized for **Distinguished Achievement in Directing** and Hunter Helms was awarded a **Distinguished Achievement in Stage Distinguished Achievement in Ensemble Performance Management** for their efforts with the contemporary play.
- Senior Visual Communication Design students are once again offering design services to the campus community and beyond, serving non-profits, clubs and other groups that cannot afford paid services. Possible projects may include logos, posters, brochures, book covers, presentations, animation, video, signage, and websites. The program is free.
- West Liberty University has relocated its Downtown Center to 1310 Market Street. The Downtown Center is home to the WLU Foundation, WLU's broadcasting platform known as Topper Station and a planned small business center. It also acts as an off-campus

site for prospective students and transfer students to visit and pick up enrollment information.

- West Liberty University's women's softball team was recognized by the National Fastpitch Coaches Association (NFCA) as one of the Top 20 team grade point averages among all NCAA Division II teams last year. In addition, 17 West Liberty student athletes were recognized as Easton/NFCA All-America Scholar-Athletes for the 2018-19 season. The softball team number ranked 16 among all 288 NCAA D2 softball programs with a 3.59 GPA for the year.
- Construction Update
 - New apartments—move-in date October 18.
 - House Demolition on Route 88—completed.
 - 4th floor Campbell Hall—getting quotes for construction.
 - Indoor Practice Facility—scheduled completion December 16.
 - Library elevator—scheduled completion November 29.