

WLU Board of Governors

Regular Meeting

Wednesday, October 13, 2021 - 4:00 p.m.

Location: Shaw Hall Board Room

- I. Call to Order/Roll Call/Quorum and Mission Statement**
- II. Introductions**
 - A. Introduction of New Board Member – Thomas Cervone
 - B. CMTA Presentation – Chris Wade
- 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 August 18, 2021* (pgs. 3-8)
 - B. Minutes of the Executive Committee September 29, 2021* (pgs. 9-10)
- VI. Board Items***

None.

*Action Items
- VII. President's Report**
- VIII. Reports**
 - A. Interim Provost (Suderman)
 - B. Enrollment (Cook)
 - C. Staff (Glanville)
 - D. Faculty (Metz)
 - E. SGA (Jones)
 - F. Foundation (Hill) (pg. 11)
- IX. Finance Report** (pg. 12)
- X. Possible Executive Session**
 - A. Personnel Matter
- XI. Information Gathering (Members may ask questions or gather information to prepare for future agenda items without general discussion or action at this meeting.)**
- XII. Next Meeting Date – Wednesday, December 8, 2021**
- XIII. Adjournment**

**West Liberty University
Board of Governors**

**Minutes
August 18, 2021**

Attendance:

Jack Adams, Michael Baker, Arlene Brantley, Richard Carter, Jamie Evick, Ryan Glanville, Mackenzi Jones, Rich Lucas, Jason Metz, Stephanie Shaw

Unable to Attend:

David McKinley

Administration/Faculty/Staff:

Scott Cook, Mary Ann Edwards, W. Franklin Evans, Diana Harto, Angie Hill, Stephanie Hooper, Karen Kettler, Jason Koegler, Jeremy Larance, Zachary Loughman, Ryan McCullough, Joe Rodella, Shemrico Stanley, Bonnie Suderman

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

Chair Lucas called the meeting to order at 4:05 p.m. and a quorum was established.

II. Introductions

New campus representatives to the board were introduced.

III. Public Comment

None.

IV. Agenda Order

No changes to the agenda order.

V. Approval of Minutes*

A. Minutes of the Full Board June 2, 2021*

On motion by Richard Carter and seconded by Michael Baker, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the full Board of June 2, 2021.

B. Minutes of the Executive Committee August 4, 2021*

On motion by Rich Lucas and seconded by Richard Carter, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the Executive Committee of August 4, 2021.

VI. Board Items for Approval*

A. Tuition & Fee Corrections*

Ms. Hooper presented the following tuition and fee corrections:

TUITION & FEES	PREVIOUSLY APPROVED	REQUESTED	REASON FOR CHANGE
RNBSN	\$3,566	One Rate: \$3,655/sem	Typo
MA Art Therapy	\$0	Resident: \$475/hr Non-Resident: \$600/hr	Was not included by previous CFO
Physician's Assistant	Class of 2024 Resident: \$30,561 Annual	Class of 2024 Resident: \$30,124 Annual	Error
MS SLP Application Fee	\$0	\$40	Was not included by previous CFO

On motion by Jack Adams and seconded by Richard Carter, it was unanimously adopted by the West Liberty University Board of Governors to approve the corrected Tuition and Fees as presented.

B. Aquatic Conservation Center

Dr. Karen Kettler and Dr. Zachary Loughman presented information with regard to the Aquatic Conservation Center. This will be a fully funded project from a grant through the West Virginia Department of Environmental Protection. Dr. Loughman gave a background on the reason for the funding and a breakdown on how it will be used. Once the building is complete, there will come a point when WLU will be able to offer a new aquarium track. This will be a single story building, with a classroom, three laboratories, offices, and storage. The projection is to have official clearance by the end of September, site development beginning in winter/early spring, construction late spring/early summer, and the building completed by fall. A brief discussion followed with regard to funding, operation, and location.

On motion by Jack Adams and seconded by Richard Carter, it was unanimously adopted by the West Liberty University Board of Governors to authorize the construction of the Aquatic Conservation Center, pending the official award, and the Board authorizes the president and administration to update the Master Plan and allow additional funding as they deem necessary.

VII. President's Report

Dr. Evans welcomed everyone to the new season of change, with a new academic year, attitude, perspective, and new opportunities.

With regard to the pandemic, the CIRT (Critical Incident Response Team) continues to meet and evaluate all new information. A mask-mandate is in place for all students, faculty, and staff. Masks are to be worn in all University buildings and will continue indefinitely. Facilities and maintenance continue to do tip top cleaning of all areas, as well as Sodexo and their employees with regard to sanitizing. Our healthcare workers, along with athletic trainers, have done an amazing job with testing and maintaining quarantine areas. We have received federal funding of institutional dollars which will be used for a list of things COVID related, and also be able to reimburse ourselves for some other expenses with COVID dollars.

How did we seize the moment?

- Remained knowledgeable of information, research, and best practices.
- Met COVID standards and stabilized the campus.
- Kept residence halls open.
- Distributed CARES Act funds.
- Shifted instructional methods and delivery.
- Supported our amazing athletic teams.

Reflecting on the positives of the last seven months:

- In the spring of 2021 we had more students than spring of 2020.
- The MS in Exercise Physiology and BA in Music, and MS in Athletic Training have been approved, along with HLC approval for the MA in Art Therapy and MS in Speech-Language Pathology.
- The NASM (National Association of Schools of Music) has reaffirmed WLU's accreditation.
- Two new clinics are in operation and taking appointments this semester; the Speech and Hearing Clinic and a Behavioral Health Clinic.
- The West Family Athletic Complex and Tim Weaver Memorial Track are complete.
- The new College of Liberal and Creative Arts has come together from the former College of Liberal Arts and College of Arts and Communication.
- WLU held four separate ceremonies, graduating 406 students, plus an additional 17 students from the PA Program, who also have a 100% pass rate on the PANCE (Physician Assistant National Certifying Examination).
- The WLU Foundation exceeded their fundraising goal for the last fiscal year.

WLU's strategic goals are:

- Academic Success
- University Branding
- Operational Excellence
- Student Experience
- Community Engagement

Dr. Evans' Presidential priorities are:

- To increase enrollment; we need students.
- Maintain financial stability; bring in more than we are spending.
- Foster student success: make sure students are getting a quality education and are a success on campus to equip them with the skills to go out and get a job or to go on to graduate school.
- Strengthen community outreach; people need to know what we are doing.
- Enhance Alumni engagement; bring alumni back into the fold and let them know how valued they are to the institution.

Recent changes were noted:

- We have a new set of BOG members, which is a good thing. This is Dr. Metz first meeting, along with Mackenzi Jones and Ryan Glanville. Six of the eleven board members are brand new.
- New committees of the BOG have been formed with Richard Carter, Chair of Governance, David McKinley, Chair of Finance, Arlene Brantley, Chair of Academic Affairs, and Stephanie Shaw, Chair of Student Life.
- New leadership appointments are:
 - Dr. Bonnie Suderman, Vice President of Academic Affairs
 - Ms. Lori Hudson, Chief Financial Officer
 - Dr. Cecelia Konchar Farr, Dean, College of Liberal and Creative Arts
 - Dr. Ann Saurbier, Gary E. West College of Business
 - Dr. Vincent Mumford, Director of Graduate Studies
- Various facility upgrades have been made throughout the summer, including a complete overhaul over the HVAC system in Main Hall.
- An endowed professorship has been established, with a plan is to have an endowed professorship in each of the colleges.
- Securing grant dollars is a great way to fund projects on campus and the College of Sciences is doing a wonderful job of it, along with the College of Education and Human Performance. All of the colleges need to be doing something similar.
- As we increase the number of Graduate programs offered, we also increase the number of Graduate students.
- Ongoing efforts continue to as we focus on DEI initiatives.

What potentially causes alarm:

- Change, because we cannot stay where we are; we have to move forward. We'll probably get push back, but it requires us to look very carefully at our programs and make sure we're getting a return on our investment. The minimal amount won't work anymore.
- New revenue streams: we need other avenues for bringing in money. We need to tap into some additional resources. Board of Governors members and who they know are influential for dollars and students.
- Enrollment decline is a concern; for the last five years enrollment has gone down. We were anticipating a decline in enrollment, but one in-state student equates to \$19,000. Being down 150 students, we're talking well over \$2.85M that we had last year that we will not realize because of that decline. The population has declined across WV and our Metro rate is not competitive.
- Deferred maintenance: we cannot keep patching the Main Hall roof and it needs taken care of, along with other issues across campus.
- We are paying almost \$300,000 a year for the Highlands Center that's not being utilized. Mr. Koezler and his committee members are working diligently to regroup and get a better return on our investment.

- The West Event Center is not being used and deteriorating. We need to put that space to good use.
- Accreditation and compliance; we have a report that's due in the spring and we're working on that fourth-year report that we've got to get done.
- Equity and compensation; we have varying amounts getting paid for any and everything. We've made some major headway in resolving that issue.
- Keeping the campus safe between COVID and everything else.
- Telling our story with a marketing problem that needs to be addressed. There is a great story on this campus, and we need to make sure people hear and know about it.
- There hasn't been much alumni inactivity, and we're trying to bring them back. Alumni have to realize that we need and depend on them and need to play more of an active role, not just a bystander role. We are establishing chapters and by homecoming should have more chapters in place.

Chance/Change:

- We need to take some risks and take the chance.
- Improve our brand and image.
- Be impactful on why we're doing what we do.
- We are looking at our first doctoral program and working on a survey for the school systems to see what the interest is.
- We need to write and secure more grant funding.
- Are we ready for this new season of change?

VIII. Reports

A. Interim Provost (Suderman)

Dr. Suderman is working on the goals she was given and has filed an application for the first full patent, the investors being Dr. Horzempa and a graduate student. Goals given are:

- Get the five deans (three are brand new to the institution) up to speed with processes with their faculty before the permanent Provost comes to campus.
- Updating policies – Met with the faculty senate chair and the faculty handbook has not been looked at in many years. The goal is to be able to develop very clear policies and processes that are meeting what HR and other areas are doing so issues don't become stumbling blocks.
- Accreditation – An action plan is being set-up of what is due and when in order to pull it all together in a quick fashion. This is a major undertaking but it can be done.
- As interim, Dr. Suderman's personal goal is for the permanent provost to be able to walk in and not find any disasters or huge problems that were hidden before they can move on to meet University goals.

B. Enrollment (Cook)

Mr. Cook gave an enrollment update as of August 17, 2021. Overall enrollment is down 6.5%, first-time freshmen are down 26 students, transfers down 10 students, returning students down 152, graduate students are up 24, and housing is down 60 students. With two weeks to go the numbers will change; we picked up 5/6 students today. Challenges exist with COVID impacting more than we thought this year. Some students are waiting until January to return. The population loss in WV is 3.2%, with much of the same across the country. There is a renewed interest in the trades and high schools are steering many students in that direction. The job market is good and that also makes a difference. The out-of-state metro rate is not the incentive it once was, and we are dealing with these challenges. There is a renewed interest in diversity and inclusion, and students don't see people like themselves enrolled here. If there are programs WLU has but they don't have in other areas, such as Zoo Science and Dental Hygiene, students receive in-state tuition to attend those programs at WLU. International students are an investment, but there are opportunities. We will have 60 guidance counselors on our campus this fall from local high schools, presenting a great recruiting opportunity. The Enrollment Plan was last updated in 2014. At the enrollment retreat this fall we will bring that group together, get focused, and provide the spark. Not having families on campus really hurt us last year, if they're on campus we will get them here. We had no families on campus until late spring due to COVID. We have waived the ACT/SAT and purchased names trying to get those

numbers up. We believe in what we do here, what we have, and things will get turned around. At exit interviews students are citing COVID and waiting on the mask mandate to go away as their reason not to return to WLU.

C. Staff (Glanville)

Mr. Glanville stated that staff has not yet met so there are no updates.

D. Faculty (Metz)

Dr. Metz stated that he was just voted into the position Monday and has nothing to report.

E. SGA (Jones)

Ms. Jones updated the Board on the SGA officers, those being Alexandria Black, Vice President, Maddie Linzy, Secretary, Matthew O'Neill, Treasurer, and Alexia Schmader, Director of Programming. Homecoming planning has been ongoing over the summer, along with setting goals and ways to benefit the campus. Other projects are ideas to keep student on campus on weekend and to have more overall involvement with organizations and clubs. Students are looking at a pet designated area, more community service, additional emergency phones on campus, and utilization of the library.

F. WLU Foundation (Hill)

Ms. Hill reviewed the Development Report for FY21 as of June 30, 2021. The audit is currently in progress and a report will be sent at a later date. Total revenue was \$1,960,000, 13% ahead of FY20. New donors were up 38% with 785 brand-new first-time givers, helping us build a base for the future. Alumni giving is up 15% over the previous year and our retention rate is 52%, which is 14% higher than the industry average. The Development Plan was finalized in the spring and approved by the Cabinet using an inclusive process with feedback from the deans. The upcoming Coach Bob Roe reunion will be held September 17-18 with 60 RSVP's to date. The goal is to raise \$50,000 from this event. Homecoming planning is ongoing with a new look and sponsorship packages this year. There are comprehensive packages for the weekend but also our new revised event Friday night. A Recognition Banquet will be held October 15th with opportunities for tickets and tables. The event will be a fundraiser to support the annual fund. The information is just getting out and the event will be held in the Elbin Library. Two new Foundation Board members are Clifton Spinner and Christine Carter. New Foundation employee Kyle Lutz started in July.

IX. Finance Report (Hooper)

Ms. Hooper noted that this would be her last financial update to the Board and that it's been a pleasure to sit in on the financials for the last few months; Ms. Hudson just started on Monday. Financial statements are in progress with a preliminary report by September 15th and finalized by October 15th. Assuming the State is able to finalize the report by that date, a team will come to campus to present the audit to the Finance Committee and the Board.

Ms. Hooper reviewed the federal monies received and how it was disbursed. There are still substantial balances in these funds. Much of the money was spent on technology for remote learning and COVID related items such as cleaning expenses, masks, sanitizer, plexiglass, etc. These funds have specified requirements as to how they are to be used to defray expenses related to the virus; we have many projects that fall under those requirements.

We were able to balance the FY21 budget of \$38,000,000, with around \$16,000 over. In April or May we weren't sure if we were going to be able to balance, with the possibility of \$1.5 million over; we were able to pivot and control expenses. With the enrollment decline Mr. Cook discussed, it will put us in the same position, after determining the fall revenue, and may make for some tough decisions to balance the budget for FY 22. Decisions need to be made now in order to make sure we can bring to this Board a balanced budget or better.

X. Information Gathering

None.

XI. Next Meeting Date – Wednesday, October 13, 2021

XII. Adjournment

On motion by Richard Carter and seconded by Mackenzi Jones, it was unanimously adopted by the West Liberty University Board of Governors to adjourn the meeting at 5:29 p.m.

Richard Lucas _____
Chair

Jamie Evick _____
Secretary

**WEST LIBERTY UNIVERSITY
BOARD OF GOVERNORS**

**Executive Committee
Minutes
September 29, 2021**

Executive Committee Members Present: Jack Adams, Rich Lucas

Board Members Present: Richard Carter

WLU Administrators: W. Franklin Evans, Scott Cook, Stephanie Hooper, Shemrico Stanley, Bonnie Suderman

1. Chair Lucas called the meeting to order at 8:06 a.m.

2. President's Update
 - a. Committees
Dr. Evans started the meeting discussing the format of the committees so that all sub-committees will commence before the executive committee meeting. The committee report will come from the President's office along with any action two weeks in advance. However, all committees will be meeting during the week of November 13-15, 2021 in preparation for the December Board meeting.

 - b. Governor
Dr. Evans expressed his excitement to have Governor Jim Justice on campus this week to give away a car to a student via the vaccine lottery.

 - c. COVID-19 Update
The CIRT team, along with the faculty, has taken the Moderna vaccine which was the dominant in this area but it currently does not have a booster shot. However, 85% of employees are vaccinated and 50% of our students have been vaccinated.

 - d. Vendors
The Sodexo contract is coming to an end. We anticipate other companies will come in to bid to show us what they can do for the University. Our Subway vendor is no longer on campus.

 - e. Topper Village
The third building directly across from campus is finally complete. They wanted WLU to take ownership of the building mid-semester; however, that would not be prudent financially. Ideally, we want ownership come January. Attorney Hooper is negotiating these details with the vendor.

 - f. Governance Committee Question
Trustee Carter asked about the Governance Committee and its focus. President Evans asked that some items of focus should be around Board performance, President's review, and the Universities' Mission. However, President Evans will meet with each committee to provide a charge and focus.

 - G. Homecoming
Homecoming will be held the weekend of October 15-17, 2021.

3. Enrollment Update
 - a. Enrollment
Mr. Cook started his report with the verification of enrollment report. He stated that we are currently at 2,085 students (headcount) which is down 139 students from Fall 2020. However, the University is still registering students until October 11th.

- b. High Schools
Mr. Cook mentioned a possible reason for the decline in enrollment is that high school early entrance numbers are down in WV. Additionally, John Marshall High School has cancelled some fall classes until the spring. He also mentioned that Wheeling Park High School is down students as well.
 - c. Housing
Mr. Cook stated that our housing count is down. We are currently at 981 students, but had 1,032 students in the residential halls last year. This is a decrease from last year.
 - d. Purchased Names
The Enrollment Management team purchased names from College Board to assist with recruitment for next year. Additionally, they have removed standardized testing for the fall.
 - e. Fees
We need to look at our tuition and fee structure. In state, we have the highest tuition cost. We need to review our metro rate. For “out-of-state” students, it is no longer an incentive to come to WLU. PA students are paying 16K more over four years to attend WLU. Mr. Cook suggested that we really look at our cost of attendance to help with recruitment.
4. Budget
- a. Tuition and Fees
Ms. Hudson started with the undergraduate tuition and fees rate, which is currently at 52%. Ideally, that number should be closer to 50% because we are at the close of the fall semester.
 - b. Graduation Tuition
Graduate tuition is running accurately with the increase of graduate students.
 - c. Room and Board
The fee is down this year at 47%. This should be closer to 50% since the fall semester has been billed.
 - d. State Appropriation
They are included in this report.
 - e. Personal Services
They are running smoothly which includes six out of 26 pays.
 - f. Rent
Includes all of the fees for Topper Village.
 - g. Expenses
Expenses are running under average of 20%.
 - h. Budget
The annual budget is not balanced and we will likely require \$800 in possible cuts from IT and facilities. Budgets are uploaded in the system so departments will be able to view their budgets moving forward.
8. The meeting was adjourned at 9:06 a.m.

Richard Lucas _____
Chair

Jamie Evick _____
Secretary



Development Report FY 2022-1st Quarter

July 1, 2021-September 30, 2021

Total Revenue Received from fundraising through 09/30/21= \$593,383.06

Comparisons to date:

Total Revenue FY 21= \$585,741.12 **1% ahead of FY21**

Total Revenue FY 20= \$282,933.30 **110% ahead of FY20**

Focus Areas:

Annual Fund (Unrestricted)= \$229,215 **Already 32% ahead of the entire FY21 in this category.**

***Please note a major gift of \$200,000 was secured and not likely to repeat year over year.**

Endowment= \$176,484 ***One brand new endowed fund: The Patricia L. Bethel Nursing Scholarship**

Hilltopper Athletic Club= \$35,100

New Individual Donors: 94/New Organization Donors: 31

Total New Donors (First Time Givers): 125 compared to 192 at this point in FY21 35% decrease

Alumni Giving= 184 Donors compared to 194 at this point in FY21 5% decrease

of Gifts (Not Donors): 801 compared to 806 in FY21

Average Gift: \$741

Retention Rate: 47.5%....4% higher than industry average

Presidents Circle Level (\$1,500+) Donors: 36

Nathan Shotwell Society FY22: 166... *Welcome one new member this FY!*

Nathan Shotwell Society FY21: 165...*Welcome two new members this FY!*

Nathan Shotwell Society FY20: 163...*Welcome seven new members this FY!*

Nathan Shotwell Society FY19: 156.... *Welcome eleven new members this FY!*

West Liberty University
FY22 Operating Budget Status (for the month ending 09/30/2021)

<u>Sources:</u>	<u>FY22</u> <u>Original Budget</u>	<u>9/30/2021</u> <u>YTD Actual</u>	<u>Balance</u>	<u>% of Budget</u>
Undergraduate Tuition and Fees:	19,290,012	10,104,434	9,185,578	52.38%
<i>Related Discounts:</i>	<i>(3,827,603)</i>	<i>(2,096,710)</i>	<i>(1,730,893)</i>	
<i>Net:</i>	15,462,409	8,007,725	7,454,684	51.79%
Graduate Tuition:	3,873,695	1,414,225	2,459,470	36.51%
<i>Related Discounts:</i>	<i>(479,824)</i>	<i>(282,776)</i>	<i>(197,048)</i>	
<i>Net:</i>	3,393,871	1,131,450	2,262,421	33.34%
Room and Board:	10,195,618	5,061,784	5,133,834	49.65%
<i>Related Discounts:</i>	<i>(1,797,203)</i>	<i>(1,080,969)</i>	<i>(716,234)</i>	
<i>Net:</i>	8,398,415	3,980,815	4,417,600	47.40%
State Appropriation	8,966,122	1,929,764	7,036,358	21.52%
Other	1,562,324	753,262	809,062	48.21%
	37,783,141	15,803,015	21,980,126	41.83%
<u>Uses:</u>				
Personal Services*	19,248,519	4,462,786	14,785,733	23.19%
Fringe Benefits	4,623,729	1,060,171	3,563,558	22.93%
Utilities	2,206,829	411,711	1,795,118	18.66%
Debt	2,792,013	94,755	2,697,258	3.39%
Rent	1,473,791	290,027	1,183,765	19.68%
Contractual Services	3,394,858	350,656	3,044,202	10.33%
Other	4,043,402	782,582	3,260,820	19.35%
	37,783,141	7,452,688	30,330,453	19.72%
<u>Net:</u>	0	8,350,327		
<i>Total Tuition / Room and Board Revenue</i>	33,359,325	16,580,443		49.70%
<i>Total Discount</i>	<i>(6,104,630)</i>	<i>(3,460,454)</i>		56.69%
<i>Total Net Tuition / Room and Board Revenue</i>	27,254,695	13,119,989		48.14%

*Personal Services (includes 6 out of 26 pays)

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

A. Priority #1: Academic Success.

Objective 1.2 focuses on developing innovative and relevant undergraduate and graduate programs. In a most recent Fall 2021 HEPC reporting, West Liberty University (WLU) now has 12 graduate degree programs, with four still in the process of being fully implemented. Graduate enrollment has increased some 20%. As predicted, overall student enrollment for Fall 2021 shows a decline; however, number of employees continue to rise.

INSTITUTION & YEARS	2018	2019	2020	2021
WLU Fall Enrollment	2525	2489	2483	2085

West Liberty University				
Headcount according to WVHEPC				
	2018	2019	2020	2021
Faculty	139	142	143	146
Staff	170	164	160	185
Subtotal	309	307	302	331
Adjuncts	61	76	111	99
Total	370	383	413	430

B. Priority #2: Branding.

Updates to the university’s website is ongoing, and internal marketing strategies are being updated as well (Objective 2.1). A consistent, but strong, message is being created for communicating the vision and strategic priorities in the institution’s signage, social platforms, and other media outlets. The Division of External Affairs and the Office of Marketing is working with units and departments across campus to update the website with current and relevant messaging.

C. Priority #3: Community Engagement.

Objective 3.1 expands the university’s commitment to being an advocate in the community in a variety of areas. The president has participated in meetings and visits with the Marshall County Family Resource Network (FRN), the Moundsville Lions Club, the WV Department of Economic Development, and the East Central Ohio Educational Service Center (ECODESC). Additionally, the university has provided sponsorship to the YMCA Light of the Valley Luncheon and the Wheeling Chapter of the NAACP’s Freedom Fund Banquet.

D. Priority #4: Operational Excellence.

Encouraging and demonstrating efficiency in the manner in which we do business is a critical aspect of Objective 4.4. Providing and facilitating training for employees is also important. On September 15-16, the president and the vice president for fiscal affairs attended the WV Funding Formula Model Workshop in Stonewall, WV, as the state's senior-level institutions move towards creating a funding model that higher education. Based on data collected and observations made by CMTA and our facilities unit (Objective 4.5), the bidding process to restore the roof of Main Hall has been completed. This project is estimated to cost over \$800K and should take at least 75 days to complete.

E. Priority #5: Student Experience.

As we endeavor to provide a safe and secure space (Objective 5.4) for students, the university is moving forward with redesigning the keying system for buildings across the campus. This semester a mask-mandate was issued across the campus for use in all buildings, laboratories, and living spaces. In an effort to foster good mental and physical health (Objective 5.2) during the pandemic, weekly Covid surveillance testing occurs on Tuesdays. Presently, 86% of employees indicate having been vaccinated with 53% of students falling in the same category. The College of Education and Human Performance is partnering this month with the National Alliance on Mental Illness (NAMI) to bring awareness and support for mental health well-being.

III. Recent Activities and Accomplishments

- The Fall 2021 Opening Convocation was held on September 15 for new students. Greetings were provided by Chairman Lucas, Governor Jim Justice, Senators Joe Manchin and Shelley Moore Capito, along with several alumni. A presidential charge was given to the students by the president who shared "tips" and advice. He failed to reference that the five tips came from Robert Farrington. A letter/memo of apology was sent to the university family acknowledging the action.
- The Department of Speech Pathology and Audiology had its site visit on September 2 with the Council on Academic Accreditation (CAA) in Audiology and Speech Language Pathology.
- On September 23, Governor Justice made his first-ever visit to West Liberty University for his "Do It for Babydog" sweepstakes initiative. This is a statewide drawing to help increase the awareness and importance of individuals being vaccinated. A WLU female soccer student received a new car.
- HEPC approved the university's master facilities plan to include the addition of the Aquatic Conservation Center.
- The 40th Annual Athletic Hall of Fame Induction was held on October 2. Eight former athletes and their families were in attendance for the celebration.
- Hispanic Heritage luncheon was held on October 6.
- Homecoming 2021 begins on October 15. An alumni recognition banquet will be held at 5:30 p.m. to honor the Wall of Fame recipients. The football game commences at 1:00 p.m. on Saturday, October 16 when Fairmont State University travels here to play.

IV. Personnel Items at the Cabinet Level

- The search process for Provost and Vice President of Academic Affairs has begun. A 9-member search committee includes faculty, staff, cabinet, alumni, and student representation. The goal is to have a new Provost/VPAA selected, hired, and on board by January 2022.

OFFICE OF THE PRESIDENT

V. Action Items

- N/A

Respectfully submitted,

W. Franklin Evans

W. Franklin Evans, Ph.D.
President

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

- Priority #1: Academic Success
 - **Objective 1.5: Offer Students a wide array of co-curricular activities and programs.**
 - Dean's Diversity Committee: Establishing (4) four-diversity subcommittees assigned to each academic College to provide diverse activities and programs for our students. These four subcommittees will focus on array of diversity and inclusion topics such as pronouns, preferred names and trans students.
 - Proposal submitted to the Provost Office and Deans to collaborate and create a "diversity and culture" section in the general education curriculum. This will be created to ensure diversity is embedded in the curriculum at the onset of their education journey.
- Priority #2: Branding
 - **Objective 2.2 Reinforce and expand the university's reputation as a premiere institution in the region.**
 - Continues to seeks opportunities that recognizes diversity and inclusion for college campus that will highlight WLU's efforts in this space.
- Priority #3: Community Engagement
 - **Objective 3.2 Facilitate community-based learning opportunities for students**
 - International students are required to complete at least 20 community service hours each semester depending on their program. We have already contacted the soup kitchen in Wheeling to start the process for volunteers.
 - American Host Families- An important component for our international students is connecting our students with American host families to get a deep understanding about American culture and society. We are already working with West Liberty Elementary School and other community sponsors to engage them into volunteering.
- Priority #4: Operational Excellence
 - **Objective 4.5 Ensure a performance-based culture driven by data and best practices.**
 - The Director of Institutional Research & Effectiveness (IR&E) is working to complete fall IPEDS.
 - IR&E is also creating a data form request for campus-wide request of data. This will be used oppose to emails for better tracking and customer service.
- Priority #5: Student Experience
 - **Objective 5.4 Provide safe, secure, appropriate, and accessible spaces for all students.**

- International Student started the first week with a welcome back “kick-off” cook-out. This event was well attended and the students were excited about the gathering at the start of the semester.
- The International Center hosted their annual Multicultural Fair last week which was a huge success. This created a platform such that all international students could represent their different countries.
- The Diversity Committee will host additional safe space trainings this semester.

IV. Other Matters of Focus

- Diversity Recruitment- I will partner with the Enrollment Management team to help recruit a diverse population of students starting with our feeder high schools.

V. New (Essential) Personnel

- Maureen Golick- Director of Institutional Research and Effectiveness

VI. Information Requested by Committee

N/A

VII. Action Items

N/A

Respectfully submitted by:

Shemrico Stanley
Special Assistant, DEI & Strategic Initiatives

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

- A. Priority #1 – Academic Success
 - Objective 1.1 Action 1: Develop Flexible, Non-traditional course schedules and programs
 - The spring/summer schedule is currently under construction. Attention is being given to low-enrolled courses from the previous two semesters and to progression blocks. In addition, the Deans and Provost are participating in a student led research project on the course scheduling process.
 - Objective 1.1 Action 2: Facilitate federal and local grant opportunities
 - The Education Department has received a Youth Literacy Grant from Dollar General Literacy Foundation for \$4000
 - The Dean of Sciences will be making the final approval of facilities to be used by Modern Canna Laboratory in Florida to provide additional internship opportunities for WL students
 - Objective 1.2 Action 1: Expand and improve reviews of existing programs.
 - The Communication Sciences and Disorders has completed the Accreditation visit for the program. The initial response was good and we are awaiting the final report.
 - The HLC Assurance Review is due in May. A program plan has been developed and work teams have met.
 - Objective 1.2, Action 2: Develop new programs of study based on national trends and regional needs.
 - The Professional Studies Program is currently being 'taught out' and is undergoing a curricular revision. It is now under the auspices of the College of Business.
 - The College of Sciences is going to present an Intent to Plan, Bachelor of Science in Data Science

III. Significant Accomplishments

- The first Convocation Ceremony for WLU was on September 15th, and the first Faculty Staff Institute was on August 17th. Both of these are new campus wide events and were presented by Academic Affairs. Upon the completion of each, reporting-out discussions were held and a project plan for 2022/23 was developed.
- A new stipend standard for faculty was implemented.
- Deans' Council and Chairs' Council have been re-instituted, increasing communication on campus.
- The College of Liberal and Creative Arts has been charged with providing additional diverse options for General Education, Literature.

IV. Other Matters of Focus

- Academic Affairs has several important processes that are non-functional. We are working to improve these processes so that they are in good working condition when the new Provost is in place.

V. New (Essential) Personnel

- Hire of an Assistant Professor of Communication Sciences and Disorders.
- Hire of a replacement Coordinator of Teacher candidates.
- Hiring of replacement Executive Assistant to the Provost almost completed.

VI. Information Requested by Committee

N/A

VII. Action Items

N/A

Respectfully submitted by:

Dr. Bonnie Suderman
Interim Provost

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

- A. Priority #1 – Academic Success
 - Increased staff and hours of operation for Counseling Services to address the increase in student mental health cases.
 - Increased hours of appointment for Student Health Services We have also contracted with a vendor, Cornerstone Care, to bring a mobile health unit monthly to campus to provide additional reproductive health services for our students.
 - We presented a financial literacy program to freshman students as part of COLL 101.
 - We have added several initiatives to increase names in our recruitment funnel. We purchased contact information on 15,000 students (2021 and 2022 high school graduates). We have also partnered with College Board and are purchasing contact data for any student showing interest in WLU on College Board's web site. We have worked with ten high schools and are busing students to campus for visits from those schools. We have resumed high school visits and attendance at in-person college fairs.

III. Significant Accomplishments

- We successfully opened the fall 2021 semester. Housing opened for students and we resumed in person student activities and classes. We resumed an in person Fall Orientation Program (TopperFest).
- We implemented a COVID-19 weekly testing program for students and coordinated two vaccination clinics on campus.

IV. Other Matters of Focus

- Declining demographics and increased costs impacting enrollment
- Staff turnover and loss of experienced employees

V. New (Essential) Personnel

None.

VI. Information Requested by Committee

- Enrollment Headcount on September 17, 2021 - 2085. At same point in time last year, 2224. A decrease of 139 students. This was after enrollment was verified for the fall 2021 semester and those not attending were removed.
- Housing Residents on this same date was 981. At the same point in time last year, 1032. A decrease of 51.
- We are still registering early entrance students and graduate students. More detailed data will be available after our census date, October 15, and the official submission of the enrollment file to the HEPC.
- Retention data will be available after the fall IPED Reports are filed

VII. Action Items
N/A

Respectfully submitted by:

Scott Cook
Vice President of Student Affairs and Enrollment Management

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

- A. Priority #2 – Branding
 - Strategic Initiative II. Branding- Goal 2: Reinforce and expand the university's reputation as the premiere institute of higher learning in the region.
 - II.2C. Establish brand uniformity by developing and implementing guidelines that include branded, copyrighted, and **trademarked** materials. Updated brand uniformity guidelines

In 2019, the Executive Director of Marketing worked with outside counsel to get our WLU logo trademarked. Liberty University objected to the filing of West Liberty University as a trademark. The TPO claims examiner agreed with our position but with the objection filed by Liberty University claiming that the proposed WLU trademark is confusingly similar to their previously registered mark and prevailing case law, his hands were tied and he was not able to allow the registration.

WLU and outside counsel attempted to negotiate an agreement with Liberty University. However, they demanded monetary compensation in exchange for this concession and negotiations came to a halt. No further action was taken.

WLU General Counsel is currently exploring options to reopen this initiative.

III. Significant Accomplishments

- WLU filed its first US and International Patent application on August 6, 2021, related to an antimicrobial therapy-using a specific compound for the treatment of bacterial infections. The inventors on the patent application include Dr. Horzempa (WLU Faculty), Mr. Elliott Collins (Former WLU Graduate Student), and Dr. Leon Francisco (Former Faculty of University of Mississippi). An examiner will review the application and the claims made within. It could take several months for a final determination on whether the patent is granted.

IV. Other Matters of Focus

- Athletics: Athlete Name, Image and Likeness- Following the Supreme Court ruling in *Alston v. NCAA*, the NCAA adopted an NIL Interim Policy effective July 1, 2021. The NCAA's interim NIL policy allows student-athletes and prospective student-athletes to engage in NIL activities for commercial or promotional purposes. The interim policy will remain in effect until either federal legislation or new NCAA rules are adopted. In turn, WLU also adopted an interim internal department Athletic NIL Policy. As Federal, State, and/or NCAA changes occur, the WLU interim policy will be updated. There are approximately 30 states that have current or are actively pursuing NIL legislation. WV is not one of them.

LEGAL COUNSEL

V. New (Essential) Personnel
N/A

VI. Information Requested by Committee
N/A

VII. Action Items
N/A

Respectfully submitted by:

Stephanie Hooper
General Counsel

LEGAL COUNSEL

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

- A. Priority #1 – Academic Success
 - IV Operational Excellence
 - 3C. Review, assess, and clarify university budget and planning policies
 - FY22 budget was already approved by Board; however, adjustments will need to be made after performing a thorough review so that certain priorities that were not included initially can be accomplished such as Main Hall roof
 - Procedure 010 – Budget and Planning last revised 9/27/18
 - Plans are to review policy to see if any updates are needed and build salary plan by position for both FY22 and FY23 for use going forward and meet with department
 - 3D. Research and adopt an automated budgeting system
 - Calls set up for early October with Banner representatives to discuss status of the system to determine capabilities, current usage, and issues in order to move forward
 - Goal is to have all necessary budget information accessible to departments across campus so that costs can be better managed

III. Other Matters of Focus

- Audit of Financial Statements by CLA – due Oct 15
- HEERF Audit by Ernst & Young
- NCAA Agreed Upon Procedures Audit **FY2020**
- Review/adjust FY22 budget

IV. New (Essential) Personnel

- Lori Hudson, VP of Fiscal Affairs (DOH 8/16/21)
- Traci Closser, AP Manager (DOH 9/13/21)
- Controller (Open)
- Accountant (Open)

V. Information Requested by Committee

- FY22 Budget Status Report for quarter ended 9/30/21

VI. Action Items

- Present FY21 Audit to the BOG
- Adjust FY22 budget after thorough, detailed review

Respectfully submitted by:

Lori Hudson
Vice President of Fiscal Affairs

FISCAL AFFAIRS

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

- A. Priority #2 - Branding

WLU Branding Initiative

Phase One Complete: *The West Liberty Way*

Campus Branding Initiative

- WLU Fleet: 100% Branded
- WLU Downtown Center: 100% Branded
- Panhandle Performance Zone: External Signage Complete
- Campus Way Finding Signage: Updated Logos in Place
- Campus Building, Office Signage: Signs for Shaw Hall, Student Union, Main Hall Designed, Ordered in place by 11/1/21
- Campus Signage Removal: Student Union Digital Sign Removed, Campus Entrance Digital Sign to be Removed by 10/15/21

- B. Priority #3 - Community Engagement

- Government Relations: WV Business Summit, Virtual Community Speakers Convocation, Governor Justice / Baby Dog Visit to Campus
- Alumni Affairs: Initial stages of the creation of "The Wheeling Area Alumni Chapter"
- Corporate Partnerships: Oglebay / Zoo Sci Renewal, Grow Ohio Valley / College of Sciences Continuing Education Partnership
- Topper Station: Streaming Support for Wheeling Symphony, Oglebay Institute, Youth Services Systems, Ohio County Schools, Linsly School

III. New (Essential) Personnel

- External Affairs Coordinator - Ms. Kara Conners – Start Date 09/27/21
- Executive Director of The WLU Highlands Center: Interviews Complete - Target Start Date – 11/01/21

IV. Information Requested by Committee

Attached Items

EXTERNAL AFFAIRS

V. Action Items
N/A

Respectfully submitted by:

Jason Koegler
Vice President of External Affairs and Development



EXTERNAL AFFAIRS

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives**A. Priority #1: ACADEMIC SUCCESS**

- Developed and created a new section for the Academic Advisor Handbook which provides specific guidance for student-athletes with respect to NCAA eligibility (1.4 – Action One)
- Compliance coordinator conducted annual educational meetings with all student-athletes to emphasize the importance of selecting an advisor, communicating with the advisor, and tracking their degree works (1.4 – Action One)

B. Priority #2: BRANDING

- Compliance coordinator sends out periodic updates to coaches and athletic personnel concerning WLU, MEC and NCAA social media guidelines (2.1 – Action Two)
- Athletic director and coaches meet frequently with Angie Hill to fund branding opportunities for the department and the coaches' respective teams (2.1 – Action Three)
- The department is currently working on a Wrestling Hall of Fame display for Blatnik Hall (2.2 – Action Two)

C. Priority #3: COMMUNITY ENGAGEMENT

- The athletic department has worked hand-in-hand with several neighboring high schools and colleges to provide access to our facilities during emergency situations (3.1 – Action Three)
- Teams are actively working with campus organizations to develop and assist in additional community engagement opportunities (3.1 – Action Three)
- Several sports teams and coaches are engaging and interacting with local parents and children through numerous instructional camps and clinics (3.3 – Action Two)

D. Priority #4: OPERATIONAL EXCELLENCE

- Recently updated succession plans for the entire athletic department (4.1 – Action Two)

E. Priority #5: STUDENT EXPERIENCE

- The Panhandle Performance Zone – our greatly expanded and renovated weight room – is now open and being utilized by all of our athletic teams (5.2)
- Director of NCAA Compliance compiled and distributed information concerning policies, procedures and available resources related to student-athlete mental health (5.2 – Action One)
- Secured a contract with a local chiropractor to make chiropractic services available to our student-athletes for a one-time fee (5.2 – Action Two)

III. SIGNIFICANT ACCOMPLISHMENTS

- The department started the fall semester with an all-time record high enrollment of more than 500 student-athletes
- Continued forward momentum with our comprehensive initiative to increase branding visibility on facilities and buildings
- Oversaw significant university branding enhancement at the new Panhandle Performance Center weight room

ATHLETICS

- Men's basketball player Dalton Bolon was honored on Sept. 1 as the 2021 D2CCA Division II National Student-Athlete of the Year
- The men's cross country team was ranked No. 3 in the Atlantic Region last month – the highest weekly ranking in school history
- Welcomed dozens of our football alumni back to campus on Sept. 18, many for the first time in years, for the Coach Bob Roe Memorial Game. Received many compliments from the group for the festivities, hospitality and social media activity surrounding the event
- Cross country runners Hannah Kemp (women) and Michael Harriman (men) were named MEC Runners of the Week after winning the season-opening Bethany Invitational
- Volleyball players Nyia Setla and Kirsten Bogunovich also won MEC Player of the Week awards
- The West Liberty football team has already recorded multiple shutouts in the same season for the first time since 1995
- The women's soccer team tied defending MEC champion Notre Dame (Ohio) on the road and is currently second in the MEC North Division
- The women's tennis team had the best showing in program history at the ITA Atlantic Region championships
- Returning MEC Golfer of the Year Alex Easthom was medal champion at the Vulcan Invitational, earning MEC Male Golfer of the Week honors
- Women's golf standout Kailey Pettit finished 3rd in a major tournament hosted by Gannon University, the highest finish for any MEC student-athlete

IV. OTHER MATTERS OF FOCUS

- Preparing for the 2021 West Liberty Hall of Fame Induction on Oct. 2
- Working through plans for the Oct. 16 Homecoming festivities
- Finalizing plans for the 1990 NAIA World Series Team Celebration on Oct. 30

V. NEW (ESSENTIAL) PERSONNEL

N/A

VI. INFORMATION REQUESTED BY COMMITTEE

N/A

VII. ACTION ITEMS

N/A

Respectfully submitted by:

Lynn Ullom
Athletic Director

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

- Strategic Priority #4 Operational Excellence
 - 4.1 *Assess existing and potential positions for necessity and efficiency.*
This is an ongoing action item as we experience faculty and staff attrition, add a new program or restructure a department. Each position's purpose and importance is reviewed along with budget considerations.
 - 4.4 *Encourage effectiveness, efficiency, and innovation through training and workshops.*

III. Significant Accomplishments

- Professional Development Task Force Initiated
- **Nine (9)** Health & Safety Trainings delivered to a **total of 373 participants** including but not limited to Blood borne pathogens, Driver's, Science lab, Healthy Lifestyle, Accident Reporting.

IV. Other Matters of Focus

- Affirmative Action Program Annual Report Complete
- 86% Faculty/Staff Vaccinated
- EEOC Claim transferred to WVDHRC (WV Department Human Rights Commission)
- Separations: Three (3) Faculty; 16 Staff (July 1, 2021 to September 30, 2021)
- Staff Compensation/Performance Increases and Budget

V. New (Administrative) Personnel (July 1, 2021 to September 30, 2021)

- Vice President of Fiscal Affairs
- Dean College of Business
- Dean College of Liberal and Creative Arts
- Interim Dean Graduate Studies
- Seven (7) Faculty and 19 Staff
- Provost Search Committee formed and scheduled to meet next week.

VI. Information Requested by Committee

N/A

VII. Action Items

N/A

Respectfully submitted by:

Diana Harto
Chief Human Resources Officer

HUMAN RESOURCES

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on Specific Strategic Objectives

- Priority # 1 – Strategic Plan – Operational Excellence - IV.3B. Develop policies to prioritize and reduce the university’s deferred maintenance backlog.
 - Assessment and Revision of the Facilities Master Plan
 - Alignment of the Deferred Maintenance Data within the Master Plan
 - Revision to be published by the end of the calendar year.
- Priority # 2 – Strategic Plan – Operational Excellence - IV.2A. Develop intranet solutions.
 - IT has implemented MS SharePoint to allow document organization and sharing/collaboration both internally and externally across departments.
 - The system is operational and rollout continues as colleges and departments onboard.
- Priority # 3 – Strategic Plan - Operational Excellence - IV.2D. Provide tools, policies, and training to enable secure communications.
 - Cyber Security Provisions and User Awareness – A new computer malware system, complete with 7x24 monitoring, has been implemented, providing a high level of cyber-protection.
 - IT continues to keep users informed concerning phishing attempts to security, as a well informed and aware user group is key to safe computing.

III. Significant Accomplishments

- Completed HVAC Upgrades – Main Hall
- Cyber Security Improvements – Systems and Culture
 - As stated above, the communication with faculty and staff coupled with the addition of the Cynet XDR (Extended Detection and Remediation) System have significantly upgraded the University’s security posture.
- Audit Activities
 - In recent years, the data required to satisfy the multiple audits of the University have increased exponentially. These include:
 - Financial Audit
 - Single Audit – Financial Aid
 - BRIM – Cyber Security Insurance
 - Notable – WLU has been notified that the US DOE FY19 Finding concerning GLBA security requirements has been closed. This is an indicator the appropriate step and processes have been implemented.
 - Items above are complete for FY21.
 - There is a new request from Ernst and Young due in Mid October.

IV. Other Matters of Focus

- Main Hall Roof
 - Bids have been received and a vendor chosen.
 - Cost = \$820,000

- ADA Compliance Needs
 - There is an existing listing of required ADA needs.
 - Evaluation and inclusion in the Facilities Master Plan underway.
- Building Access and Surveillance Upgrades (Covid Funding)
 - The University is planning to invest \$1.4 million in building access and surveillance systems to ensure the ability to monitor quarantine population. The systems will also enhance operational security and critical incident response capability.
- Aquatic Conservation Center
 - WLU has contracted architect. Kick off pending.
 - Final Approval from WVU DEP immanent
 - Environmental Impact Study submitted.
- Cash Register Replacements – Campus-Wide
 - Current system end of life
 - Implementation beginning in December
- Document Management Project (Covid Funding)
 - System implementation begins in January
 - Digital storage and attachment of source documentation to records (Student, Financial, Procurement, etc.)
- Physical Plant Project Team
 - Studying the financial feasibility of adding Physical Plant personnel for project work and the elimination of contractor work where possible. Goal is increased production and financial neutrality.
 - Impact – Currently, in-house projects delay key maintenance work.

V. New (Essential) Personnel

None.

VI. Information Requested by Committee

None.

VII. Action Items

N/A

Respectfully submitted by:

Joseph Rodella
Chief Information Officer/Chief Operations Officer

I. 2021-2022 Strategic Priorities for the University

- A. Priority #1 Academic Success
- B. Priority #2 Branding
- C. Priority #3 Community Engagement
- D. Priority #4 Operational Excellence
- E. Priority #5 Student Experience

II. Update on the 5 strategic priorities, objectives, or strategic actions of the Division/Area: WLU Foundation

- Priority #1 Work with WLU to build awareness of the Foundation as they together strive to create a culture of philanthropy
- Priority #2 Support future growth by improving the governance model, staffing structure, and resources of the Foundation
- Priority #3 Develop a robust fundraising model that sustains the WLU Foundation long term and builds on the endowment.

The WLU Foundation Strategic Priorities are supportive of the following WLU Strategic Priorities: Organizational Excellence Goal 3: Develop resource management strategies to support the university's mission.

III. Significant Accomplishments

- Endowment growth to \$23 Million: Increase of 37% since the end of FY17 or five years ago. Growth through investment and contribution.
- Alumni Giving has increased by 25% since FY 17. 681 Alumni Donors in FY21 which was 15% increase from FY20.
- 52% retention rate for FY21...14% higher than industry average
- Raised over \$10 Million over the past five fiscal years
- 28 New Nathan Shotwell Society Members in the past four fiscal years
- Raised \$1,960,000 in FY21 surpassing \$1.8M goal
- Already surpassed \$500,000 for FY 22 as of 09/27/21
- New Programs created to build awareness among students and engage them as donors while on campus:
 - WLUF Sponsorship of Topperfest and other highly visible student centric programs (partnership with Student Life)
 - Thank A Giver (TAG) Day
 - November is for Thanking Student Call Campaign
 - WLU Investment Club Partnership
 - Student involvement on WLUF BOD
 - Make Your Topper Mark Program: Program for graduating seniors
- Addition of Assistant Director of Alumni Giving Position to WLUF which a specific focus on alumni participation

IV. Other Matters of Focus

- Continued focus on WLUF Board of Directors' development and engagement
- WLUF Strategic Planning Process to begin this Fiscal Year and be produced in April of 2022
- FY22 Fundraising Goal= \$1.8M
- Consideration of Capital Campaign

V. New (Essential) Personnel

N/A

VI. Information Requested by Committee

N/A

VII. Action Items

- Present FY21 Audit to the BOG

Respectfully submitted by:

Angela Zambito Hill
Executive Director, WLU Foundation