

**West Liberty University
Board of Governors**

**Minutes
June 1, 2022**

Attendance:

Jack Adams, Michael Baker, Arlene Brantley, Sydney Burkle, Thomas Cervone, Jamie Evick, Ryan Glanville, Richard Lucas, David McKinley, Jason Metz, Stephanie Shaw

Unable to Attend:

Richard Carter

Administration/Faculty/Staff:

Monique Akassi, Scott Cook, Katie Cooper, Mary Ann Edwards, W. Franklin Evans, Jake Flatley, Diana Harto, Angie Hill, Stephanie Hooper, Lori Hudson, Jason Koegler, Cathy Monteroso, Ryan Quinn, Ann Saurbier, Lynn Ullom, Maureen Zambito

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

Chair Lucas called the meeting to order at 4:04 p.m.

II. Introductions

None.

III. Public Comment

None.

IV. Approval of Minutes*

A. Minutes of the Full Board March 30, 2022*, May 6, 2022*

On motion by David McKinley and seconded by Ryan Glanville, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the full Board of March 30, 2022 and May 6, 2022.

B. Minutes of the Executive Committee March 30, 2022*

On motion by Michael Baker and seconded by Jack Adams, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the Executive Committee of March 30, 2022.

V. Agenda Order

No change to the agenda order.

VI. Board Items

A. Election of Officers*

On motion by Thomas Cervone and seconded by Arlene Brantley, it was unanimously adopted by the West Liberty University Board of Governors to approve the following slate of officers: Richard Lucas, Chair, Jack Adams, Vice Chair, and Jamie Evick, Secretary.

B. Schedule of Meetings July 2022 – June 2023*

It was unanimously adopted by the West Liberty University Board of Governors to approve the meeting schedule for July 2022 through June 2023.

C. Annual Graduate Degree Report*

Dr. Mumford presented the Annual Graduate Degree Report, emphasizing three things, (1) where we've been, (2) where we are, and (3) where we are going. The first graduate program started in education in 2012. The state of the graduate enrollment at WLU is strong with ten programs across four colleges with 252 students enrolled, which will double in the next eight weeks. We will be working with each program to set enrollment goals to increase graduate enrollment.

On motion by David McKinley and seconded by Ryan Glanville, it was unanimously adopted by the West Liberty University Board of Governors to approve the Annual Graduate Degree Report for Academic Year 2021-22.

D. Program Approvals*

Data Science Program*

Dr. Kettler stated we currently have all the faculty we need to support the program, but by year three we may need an adjunct. This degree is desperately in need in our state with the ultimate goal to allow students to be able to look at large-scale data sources and be able to develop skills sets to provide solutions for complex science and engineering problems.

On motion by David McKinley and seconded by Jason Metz, it was unanimously adopted by the West Liberty University Board of Governors to approve the proposed Bachelor of Science in Data Science.

Marine and Aquarium Science Track-Bachelors of Zoo Science*

Dr. Monteroso noted that no additional faculty will be needed for this track within the Bachelors of Zoo Science degree program to majors.

On motion by David McKinley and seconded by Arlene Brantley, it was unanimously adopted by the West Liberty University Board of Governors to approve the Marine and Aquarium Science Track within the Bachelors of Zoo Science degree program to majors.

Minor: Inclusion, Diversity, Engagement, and Awareness (IDEA) Cross-Disciplinary*

Dr. Monteroso stated that the required courses already exist and initially started with the Social Work Program, but is now enhanced across the board.

On motion by David McKinley and seconded by Ryan Glanville, it was unanimously adopted by the West Liberty University Board of Governors to approve the Inclusion, Diversity, Engagement, and Awareness (IDEA) Minor cross-disciplinary.

Medical Laboratory Science Certificate*

Dr. Kettler stated the there is a huge deficit in the MLS area, both regionally and nationally. The market is searching for this certificate, which will allow students to sit for boards and hopefully increase enrollment. No additional faculty will be needed for these courses.

On motion by David McKinley and seconded by Thomas Cervone, it was unanimously adopted by the West Liberty University Board of Governors to approve the Medical Laboratory Science Certificate within the Bachelors of Science in Medical Laboratory Science degree program.

E. Program Removals*

Dr. Monteroso stated that programs approved last year, replaced these three majors, but the previous programs were never removed.

On motion by Michael Baker and seconded by Jason Metz, it was unanimously adopted by the West Liberty University Board of Governors to approve the discontinuance of the Bachelors of Science Digital Media Design: Video & Film, Bachelors of Science Digital Media Design: Audio Productions, and Bachelors of Science Digital Media Design: Multimedia.

F. Governors Salary Enhancements*

Chair Lucas read the proposed resolution and breakdown of funds to be distributed to faculty and staff. The salary enhancement would be effective October 8, 2022 and is being provided directly by the State of West Virginia and is at this point in time a one-time enhancement; there is no guarantee those funds will be available next year. A lengthy discussion followed in light of the likely reduction in force in order to balance the budget.

It was unanimously adopted by the West Liberty University Board of Governors to table the discussion on the salary enhancements until the August 17, 2022 meeting.

G. Final Draft Academic Integrity Plagiarism Policy – Discussion

Dr. Evans referenced the draft document from Faculty Senate regarding the policy on Academic Integrity and Plagiarism. This is the initial draft, but there are other steps needed to be taken by Attorney Hooper in order to process the final policy. Ms. Hooper stated that the policy will be put into the proper format and posted for 30-day comment. The comments will be collected and presented to the Executive Committee. The Executive Committee will review the comments and any possible edits before bringing to the full Board and recommend adoption with or without changes. From there the policy goes to the Chancellor and that office has about 15 days, with no objection, can become a BOG policy.

VII. President's Report

Dr. Evans noted the 2019-2024 Strategic Goals: Academic Success, Branding, Community Engagement, Operational Excellence, and Student Experience. The 2022-2024 revised Strategic Goals are: (1) Demonstrating Academic Excellence, (2) Cultivating Diversity, Equity, and Inclusion, (3) Creating An Innovative Student Experience, (4) Enhancing Community Engagement, and (5) Strengthening Operational and Financial Excellence. Moving forward we will be focusing on the goals and objectives assigned to it to help us see what it is we're trying to achieve to coincide with the strategic plan.

The presidential priorities remain the same beginning with enrollment. We are looking to have an increase in enrollment and graduate programs continue to soar. Financial stability, with very hard work and Ms. Hudson's leadership, the \$2.7 million deficit is covered. Some tough decisions were made by Cabinet members, keeping the university solvent and moving in the right direction. Student Success had commencement on May 7th with some 370 students applying for graduation and about 330 in attendance. We still have commencement on June 10th for PA Program students coming up. We want the "hill" to be a place for students to belong, want to come; not just enroll but to return. Across the nation enrollment continues to decline; what we're seeing is not an uncommon trend. Our community focus is to develop partnerships and continue the MOU's already established. Today we visited, along with others, Wheeling Park High School, one of WLU's top feeder schools with 470 students attending West Liberty since 2014. 16% of the graduates from WPHS come to WLU. It was an interesting visit today to meet with what was thought to be seven or eight employees who were WLU graduates; there were 34 who graduated and are proud to be a part of WLU. Getting into the high schools with our own alumni; who better to tell our story. We are working to get involved with the community, making alumni engagement a priority, get them back to campus and be engaged in what we're doing here.

The HLC Assurance Report was submitted last week, and Dr. Evans met yesterday with the chair of the committee, Dr. Hardy. There was a good conversation about what was submitted, how the team is doing their assessment, and questions about some findings from the last report. Two standards we had to focus on dealt with communication and the strategic plan. It was evident that we have not been sitting here and have been progressive and moving forward.

Monday we received word that the Nursing Program accreditation was reaffirmed for ten years, with no issues or problems. Dr. Evans commended Dr. Kutlenios and Dr. Kettler and their staff on a job well done. The Intent to Plan for the first Doctor of Education program is moving forward, with the hope of offering the program next summer. Since the program is a substantive change, the HLC will need to approve the program.

Aviation program discussions are buzzing and we've been in conversation with the RED and the Wheeling Chamber. Dr. Monteroso and Ms. Hill traveled to Marshall University last week since they have a program, and we are working to establish an aviation connection with our local airport. We are excited that Marshall University has committed to working with us to help establish this program if we desire to make that move.

With regard to DEI goals, workshops for students, staff, and faculty, online training, and an inaugural multi-cultural award ceremony have been held. This doesn't just mean black and white, but single mothers, veterans, and international students. This inclusive group we had a ceremony for, the lavender ceremony, recognized the LBGTQA community. There is a newsletter that is going out monthly to provide information about DEI.

Student athletes did exceptionally well this spring, with a cumulative GPA of 3.17, with a 3.5 or better for a large portion of students, excelling on and off the field. Summer orientations are beginning with

students back on campus. We are losing our admissions director, Brenda King, who is retiring and has been at the University for 41 years. Plans are under way for her replacement. Residence life will be providing an off the hill experience. Students wish they could go to Walmart, the grocery store, etc. and we have been making this happen and accommodating international students. There are other students who don't have vehicles and we are looking at a way to provide transportation weekly for students who want to go to Triadelphia or Wheeling to get whatever they need. We are working toward an inclusive environment, so that when students get here they enjoy being here. Aladdin Food Service is the new food vendor. Dr. Evans met with the new campus manager and they have already started doing things on campus. July 1st is their official start date. We are grateful to Sodexo for their dedicated service and assistance in this transition.

With regard to community engagement, alumni is working on affinity groups to see what they can come up with, and Dr. Evans will meet with Senator Capito and Manchin next week to talk and see how they can assist with needs here at WLU. The K-12 partnership continues with dual enrollment in high schools for a taste of college. They can earn credit hours at a cheaper rate and hopefully they will come to WLU when they graduate. Dr. Akassi is working with Superintendent Miller on workshops for teachers starting in August to help them with DEI. MOU's have been established with the United States Marine Corp., Kisner McGraw Hand to Shoulder Rehabilitation Center, St. Mary's Medical Center, Life Works Professional Counseling, Sanford Medical Center, WVU Ruby, WVU Jefferson Medical Center, WVU Berkeley Medical Center, WVU Reynolds, WVU Uniontown Hospital, and Wheeling University. Homecoming will be held October 22, 2022.

Focusing on operational and financial excellence, Ms. Hudson and her team worked hard to make sure we have a balanced budget this year and going forward. The Governor's office is assisting with a one-time salary enhancement this year. During our Finance Committee meeting Mr. Rodella shared that we have a piping system problem; the pipes are old and leaking underground. The first assessment for the project is \$1 million. The HEPC Facilities Management Pilot will include two institutions, and WLU is one of those institutions. The HEPC has already contracted with an outside agency to do an analysis of our campus. We will know in advance what needs changed or modified. The cost of this work is about \$150,000, which will be done for us free. If we continue next year with some of the input, strategies and operation, it will cost about \$17,000. We have money to use to continue this manage project.

We have been making the West Event Center available the last few months for students to rent out, but we will be converting the center as our Aquatic Conservation Center. The building is not being maximized and we can use the facility since our Zoo Science continues to expand. We can do the renovations with grant funding, we won't have to build from the ground up, and it's an ideal location for the Center. Mr. West also graciously agreed to give WLU the apartment that stands about 20 yards away from Center. The Dollar General Corporation has inquired about bringing a store to the town of West Liberty on land owned by the University. Conversations are being held and it's in the early stages of discussion.

VIII. Reports

A. Interim Provost (Monteroso)

Dr. Monteroso noted highlights from her executive board report, stating the timeline for the full proposal for the doctoral program is for the October meeting. We will be increasing dual credit programs in Ohio and Marshall Counties, with two faculty members at Wheeling Park High School teaching those courses. Brooke County has also expressed an interest and will be phased in. The WVDE Grow Your Own Teacher Education Program will begin in the fall of 2022 with Ohio County. West Virginia has moved education to a technical program, which makes it available for federal funding. The HLC assessment document was sent on May 23rd thanks to Dr. Saurbier. Faculty evaluations have been submitted and notice of appointments are starting to go out today. Programs for review by the HEPC as well as program audits were due on May 31st and sent at the beginning of May. A literacy grant was received in the amount of \$12,500.

B. Enrollment (Cook)

Mr. Cook stated that Brenda King, Executive Director of Admissions and Recruitment, will be retiring at the end of June after 41 years of service to the University. We will begin interviews for this position next week. In other staff changes, with the many areas of Enrollment Services all under one office, beginning July 1, Katie Cooper will be promoted to Assistant Vice President of Enrollment Management. Summer registration numbers are down 24%, most likely due to cost, since students can go to WVNCC for summer courses and pay \$500 less than WLU. The

courses we are offering is the other problem, but we are currently looking at courses to keep students here. In the last seven months we have seen a significant increase in accepted student application for new students, which is up 10%. Although fall registration is currently down, most registration will happen in June, July, and August. There has been a significant decline in early entrance courses, but we will be adding 10 additional courses this fall and hope to increase those numbers. We are still projecting to be slightly up in enrollment, but will see at the end of August. It was also noted that the new buildings across the street are full for the fall 2022 semester.

C. Staff (Glanville)

Mr. Glanville stated that that last Staff Council meeting was held May 19, with the following highlights:

- Diana Harto met with Staff Council and discussed open enrollment closure, performance review, pay increase, professional development opportunities and reduction of campus employees.
- ACCE – worked to help get Governor to provide funds for higher education for consideration in wage increases.
- New fundraising ideas for the future.
- Scholarship distribution discussion started
- HEIN award drawing \$500.00 cash through the WLU Foundation for non-supervisory role staff members (Mary Ann Edwards winner).

D. Faculty (Metz)

Dr. Metz noted that he wanted to leave today on a high note with faculty accomplishments this semester. The new faculty senate executive committee consists of Robert Gall, President, Gerard NeCastro, Vice President, Stephen Richards, Secretary, Sherry Rocchio, Finance Committee Chair, and Angela Rehbein, alternate. The Gary E. West College of Business held an Earth Day initiative through a grant, which included a clothing swap in the college union. Sherry Rocchio completed her doctorate and Dr. Sean Ryan had two book chapters completed. Sociology entrepreneurship program Grow Ohio Valley, started in 2014, continues to “grow,” and Dr. Lihau Chen completed her research project and submitted to the journal for review. Dr. Metz reiterated that there is positive work happening on campus.

E. SGA (Burkle)

Ms. Burkle highlighted a few recent events: spring week and spring fling, casino night, luau day, and a dance to end the week. Donuts and energy drinks were given out during finals week, and a dollars for dogs fundraiser was held. The SGA Executive Board is working towards goals of transparency, efficiency, and opportunity this year. Members of SGA attended a student leadership conference in mid-May to enhance leadership skills, and are also working with maintenance to get the office remodeled in order to use the space more effectively.

Ms. Burkle worked with Jared Thompson and Marketing to create a welcome video from SAGE that will be shown at orientations and on social media for incoming students. Either Ms. Burkle or Vice President Cody Dixon-Rushman will attend all summer orientations sessions to introduce ourselves and SGA, along with offering the office as a resource to students as they make the transition to college.

SGA’s Director of Programming has been working with the Director of Student Activities, Kate Billings, to plan TopperFest events. The events will likely be inflatables on the quad one day, along with a town hall for students to come and meet members and voice concerns or ask questions. We will also hold an open house to get students up to the office on the second floor of the college union; refreshments will be provided. They are also working on welcome packages that will be in dorm rooms during move-in day, containing contact information, SGA magnet and lanyard to better market SGA.

Productive meetings have been held with External Affairs to collaborate on homecoming planning. Interest meetings for candidates were held during finals week and applications are due July 1st. The goal is to revamp homecoming week and improve organization and communication on the student end. Possible new events are “Paint the Paws” and “Destroy the Walls of Oppression.” University offices and departments will be invited to set up tents on tent day in a push to increase attendance.

This summer they will be updating the SGA portion of the website as it is severely outdated. Meetings will be streamed through Topperstation each week, as well as offered via Zoom for those who wish to attend. Updates to be made to the Alumni room in the College Union are being collaborated with External Affairs. It is hoped the room will get a facelift and become the new "Student Leadership Center."

IX. Finance Report

Ms. Hudson shared some highlights of the information reviewed with the Finance Committee contained in the board packet. The status report through the end of April 2022 has us on target with the adjusted budget and plan for covering the deficit we faced. The deficit was the result of cuts made by the past CFO of over \$800,000 in order to balance the budget, underestimated waivers, and a few other expense line items. At ten months in expenses should be about 83% spent. Revenue is trending as expected with room and board slightly under the adjusted budget. We are doing well in "other" revenue line with \$415,000 over the adjusted budget due to increased royalties, which was budgeted at \$387,000, with an actual through the end of April of \$823,000. Personal services, which is every salary line item, and fringe benefits are slightly below at 85% with 22 out of 26 pays posted plus the increment. Utilities and contractual services are slightly over budget, but overall at 83% expenses with the overage in "other." Waivers should be final for the academic year, coming in at \$6.7 million, which is on target with the adjusted budget. With adjustments made, royalty received, and use of CARES Act lost revenue funds, we will finish the year on target with the adjusted budget.

The FY23 budget, as well as tuition and fee packet, was due on May 12th and were submitted to the HEPC. Much of the month was devoted to reaching a balanced budget with the cabinet coming together, making many adjustments in order to balance. Each member reviewed requests, made cuts, and created a balanced budget. 12 positions at \$621,000 base salary, plus benefits, \$80,000 from the adjunct line, other categories, and leased facilities were adjusted. Another aspect was working with Miss Hill from the Foundation and utilizing Foundation funds up front for the operating budget. The Foundation has pledged \$500,000 toward operating expenses, some of which could be capital improvements, and \$725,000 for scholarships. In the past throughout the budget year, there are additional requests of the Foundation over and above the budget. This year it will be necessary to have those funds up front. As can be seen, the \$45.3 million budget is based on enrollment Mr. Cook reviewed, and presents any necessary adjustments if need be. We were able to negotiate with RCC, the vendor in charge of Topper Towers, who agreed to accept a rate per occupied bed instead of a flat monthly fee. R&D Holdings, the vendor in charge of Topper Village and University 1 and 2, agreed to a 3% decrease in their monthly rate.

The Dollar General Corporation is interested in about two acres of property owned by the University on Rt. 88 and Girty's Point. This is preliminary information and no details at this time.

X. Information Gathering

None.

XI. Next Meeting Date – Wednesday, August 17, 2022

XII. Adjournment

On motion by David McKinley and seconded by Jack Adams, the meeting adjourned at 5:45 p.m.

Richard Lucas _____
Chair

Jamie Evick _____
Secretary