

**West Liberty State College
Board of Governors**

Minutes

August 27, 2008

Attendance:

Beverly Burke, Lynne Exley, Roseanna Keller, John Larch, John Moore, Mike Turrentine, Shane Stack, Mike Stolarczyk

Unable to Attend:

Brian Joseph, Larry Miller, Bernie Twigg

Administration/Faculty/Staff:

Robin Capehart, J. D. Carpenter, Jim Clark, Scott Cook, John Davis, Mary Ann Edwards, Pat Henry, Jeff Knierim, Donna Lukich, John McCullough, Tammi Secrist, Brian Warmuth, Jim Watson, Ron Witt, Jack Wright

1. **Call to Order:**

Chair Exley called the meeting to order at 5:00 p.m.

2. **Swearing in of New Board Member*:**

Chair Exley issued the Oath of Office to Shane T. Stack, Student Government President.

3. **Approval of Minutes*:**

Full Board

06/18/08

A motion to approve the minutes of the full Board of June 18, 2008, was made by Beverly Burke and seconded by Roseanna Keller; motion passed unanimously.

Chair Exley thanked Sodexo for the dinner set up and Mary Ann for her participation. The Board of Governors Summit held at Stonewall Jackson Resort was wonderful and Chair Exley thanked members Beverly Burke, Mike Turrentine, and Shane Stack for attending. All of the Board members were invited, and if there is another event such as this she highly recommended members attend if possible. There was representation from other colleges, great presentations, and we reflected on our accomplishments and bragged on WLSC.

Mike Turrentine stated that this summit was great from his standpoint. All of the presentations were excellent and he met the faculty representative from Marshall University, who turned out to be Dave Brooks' daughter. Dr. Brooks is a retired professor from WLSC. They were able to set up communication and keep in touch on campus issues. The only negative Mike had was that there was not contact information provided for the various campus representatives. Otherwise, the board summit was first class all the way.

Bev Burke stated she also enjoyed the summit. The first meeting was for new board members, and although she has been a member for a year the meeting was very helpful. There was information about what is expected of a board, the individuals, and there were very helpful guidelines as you go through and have questions. It was also good to hear questions and information from other board members.

Shane Stack stated that he really enjoyed the new board member session and thanked the Board for the opportunity to attend. Chair Exley stated that after Shane left, the Chancellor recognized all of the student representatives in attendance. Shane had to leave early for events he was involved in with freshmen and upper classmen moving in that weekend.

Chair Exley noted that commencement will be held December 13th and urged all Board members to attend if possible. She also noted that there are colleges that require their board members to attend. If you can it would be great for you to attend on the 13th.

Chair Exley stated that this is an exciting weekend for Jim Watson. She congratulated him and his staff on their hard work, the culmination of which will be the field dedication for the Mondoturf. This will be a busy day. Mr. Watson stated that it is hard to believe it was a year ago he made his presentation on the condition of the

stadium. Mr. Watson then thanked the Board, President, and administration for their support on this project. It's been a fun project which will benefit a lot of people for a long time, but it's only phase one of the total project.

Chair Exley distributed a sheet with several dates for a Board retreat. This is something she has been kicking around and has talked about with President Capehart. With so many things going on that we cannot tend to at a regular meeting, we need to do this. She asked the members to fill out the form and let her know the best possible meeting date. This will be held on a Friday and Saturday, starting at noon, and be held locally. If you could let her know what dates work best with your schedule tonight, that would be great.

4. Approval of Reports:

Chair Exley asked if everyone had read the minutes. A lot of hard work and enthusiasm went into the minutes, along with the various reports included in the consent agenda. We cannot work with a consent agenda if you haven't read the reports. She then asked if there were any matters needing moved to the regular agenda for discussion, of which there were none.

A motion to approve the reports submitted from the Provost, Executive Director of Enrollment Services, Chief Development Officer, Executive Vice President and CFO, and the Vice President of Student Affairs was made by Roseanna Keller and seconded by Beverly Burke; motion passed unanimously.

5. Policy on Policies*:

Mr. Davis stated that those who have served on the Board and on President's Council two years ago may recall the Higher Education Policy Commission directing each institution to take its policies and procedures, go through them, and extract any policies that were more the property and province of the governing board. This was done and finalized in December of 2006. The President and Council members are now in the midst of reviewing the board policies. While doing so we realize we are missing a Policy on Policies, a means by which this Board can approve policies, amend, and repeal as it sees fit. In your packets there is a draft policy and a resolution asking that the Board put this draft policy out for a 30-day comment period. Mr. Davis asked if there were any questions.

A motion to approve the dissemination of the new Policy on Policies to constituent groups for 30-day review and comment was then made by John Moore and seconded by Roseanna Keller; motion passed unanimously.

6. Expansion of Metro Rate Counties*:

Dr. McCullough stated that in the last two years a metro rate was passed by the Board and approved by the HEPC for students residing in Belmont, Columbiana, Guernsey, Jefferson, and Monroe Counties in Ohio and Washington, Allegheny, Beaver, and Greene Counties in Pennsylvania. As Scott Cook will show you, this has been an excellent marketing tool and recruiting for students in these counties. As can be seen by the proposed resolution included in your Board packet, we are asking to expand the Metro Rate into the following counties:

- Ohio: Carroll, Harrison, Stark, Tuscarawas, Washington
- Pennsylvania: Butler, Westmoreland
- Maryland: Allegheny, Frederick, Garrett, Montgomery, Washington
- Virginia: Clarke, Frederick, Loudoun, Shenandoah, Warren

Approval of this expansion will allow us to make application to the HEPC for the metro rate in the listed counties.

Mr. Cook stated that as Dr. McCullough had mentioned, we are looking to expand the metro rate to enhance enrollment efforts. In looking at the data distributed by Mr. Cook it can be seen that the metro rate does make a difference. Of the nine counties now included in the metro rate area, enrollment had increased in all but one county. After a review of the figures, Mr. Cook noted that West Liberty's target marketing areas are shrinking in population and losing students. He has been working closely with Tammi Secrist in the Marketing Office to target areas. Offering the metro rate will draw more students out of those areas. We have had a lot of success in the Parkersburg area and are advertising more in that area as well. Mr. Cook asked if there were any questions.

John Moore asked what the out-of-state tuition and fees are now, and it was stated approximately \$11,000. \$2,000 may not be a lot of money but we may not have gotten these students without the discount. West Liberty already has a good education value, this makes it better.

Dr. McCullough stated that the metro rate allows us to compete much more aggressively against the public institutions in Pennsylvania, Ohio, Virginia, and Maryland. Looking at Scott's chart, you see where we were just two years ago and where we are today. These are not gigantic numbers, but we probably would not have these without the metro rate.

Roseanna Keller asked if there is any concern or feedback on the perception or intent of the metro rate. It's getting aggressive, but what does the HEPC think about West Liberty casting the net that far? Mr. Cook stated that this is not a concern. Glenville and Concord have circled the state with their metro rate. We are just giving students options and don't think we'll have any trouble with this expansion.

Mrs. Burke stated that she approved of West Liberty doing this, but are we encroaching on schools like Shepherd and Concord? Dr. McCullough stated that these schools also have a metro rate. It would be inconsistent for the HEPC to give approval to Glenville and Concord, who have metro rates for our area, and not approve our expansion. For years Marshall University was the only one with a metro rate.

Mr. Cook stated this will give us a competitive advantage over schools like Marshall who have been camped out in our back yard for years. We run into all of the various metro rates in the Northern Panhandle. This will give us a level playing field.

Mr. Stolarczyk asked as an institution do we know how our costs compare with some of the out-of-state institutions. We are somewhat below most, and it comes down to facilities, academic programs and that we are cost effective.

A motion to approve the new Metro Rate counties for the 2009-10 academic year as stipulated was made by Mike Turrentine and seconded by Mike Stolarczyk; motion passed unanimously.

Chair Exley thanked Mr. Cook for his excellent report and loved to hear that our numbers up.

7. Increase in Metro Rate Discount/Options*:

Dr. McCullough stated that the metro rate discount options were along the same premise Scott Cook laid out and that the President addressed this noon at Convocation. Jack Wright will be crunching the numbers on this, which is a bit preliminary, but this is an enabling action with two options. The \$2,000 discount of a few years ago is not the same discount in 2009-10, so our two options are (1) to maintain a flat dollar amount discount, raising it to \$3,000 annually, or to have it float at 25%. \$3,000 in 2009-10 would be almost exactly a 25% discount to what our anticipated 2009-10 out-of-state tuition is going to be. Both of these could be passed, not either/or, since the institution controls this and it's an enabling type of action. The institution controls the metro rate discount fees with final approval from the HEPC. This action would be taken in the spring when tuition and fees are submitted to Charleston. Tonight's action would allow us to start to formulate, do preliminary marketing and get the word out; that's why these are for your approval. This is a reflection of adjustment for inflation and increasing costs to our customers, our future students. \$3,000 or 25% are clearly realistic figures.

Mr. Cook stated that is the reason we're looking at increasing the discount. After a few years the \$2,000 discount will be erased by the tuition and fee increases. Whether 25% or \$3,000 it's key for us to get this out as soon as possible to have an impact on recruiting. Roseanna Keller asked if we could say 25% and a minimum of \$3,000. Mr. Cook stated we could do that, but we need to do something now. Mr. Wright will have the final word on what we can and cannot do and asked the Board to approve whatever we can sustain.

Dr. McCullough again stated the Board could approve both and then as Mr. Wright does his analysis, use what we think would be the best approach to take. Between the two options, the dollar amount is almost exactly the same.

A motion to approve the revised Metro Rate for the 2009-10 academic year as stipulated was then made by John Larch and seconded by Beverly Burke; motion passed unanimously.

Chair Exley then welcomed Brian Warmuth and thanked him for being here today. She noted that at the June Board meeting a question was raised by Beverly Burke concerning classified and non-classified employees. She was told at that time we would invite Mr. Warmuth to today's meeting for clarification on her question. Mrs. Burke stated that at the time of the last Board meeting we were approving a couple positions which were non-classified. She wanted to know when the Board needs to approve a non-classified position. Mr. Warmuth thanked Mrs. Burke for her question. In anticipation of the question he read from a copy of State Code §18B-9-2.

(b) "Non-classified employee" means an individual who is responsible for policy formation at the department or institutional level, or reports directly to the president, or is in a position considered critical to the institution by the president pursuant to policies adopted by the governing board. The percentage of personnel placed in the category of "non-classified" at any given institution may not exceed ten percent of the total number of employees of that institution who are eligible for membership in any state retirement system of the state of West Virginia or other retirement plan authorized by the state: *Provided*, That an additional ten percent of the total number of employees of that institution as defined in this subsection may be placed in the category of "non-classified" if they are in a position considered critical to the institution by the president. Final approval of such placement shall be with the appropriate governing board.

Dr. McCullough stated that this identifies, whether existing or new, non-classified critical positions must be brought to the Board for your approval. The President will bring to the Board those critical level non-classified positions pursuant to the policies adopted by the governing board. Reading into this they are referring to policies that relate to non-classified employment. Mrs. Burke then asked about the posting of non-classified positions. If the position is considered critical wouldn't it need to be approved by the Board before it's advertised? Dr. McCullough stated that if you're filling an existing position due to resignation or retirement it would not need to be approved by the Board. If it is a brand new position it would need to be approved by the Board before it goes out for advertisement. This is also Mr. Warmuth's understanding.

8. President's Report*:

President Capehart gave a campus update PowerPoint presentation encompassing the state of the College and tasks before us in 2008-09.

Following the presentation President Capehart stated that the IAC of the Higher Learning Commission met August 18th to discuss West Liberty's change in institutional status from a bachelor to master's degree granting institution. We believe we may hear from them as early as next week with official word that we are a master's degree graduate institution. At that point we will make presentation to the WV Higher Education Policy Commission, possibly at their November meeting, for university status. At that time we will give the Board the opportunity to name the date when we want the transformation to take place. Legislation has to take place to change WLSC's name in the WV Code.

Chair Exley stated that all of this information may seem overwhelming, but if you individualize these projects they will not seem overwhelming. We have to take this information in stride, although compact in its presentation, dice it apart, and move from one step to another in a very clear and concise manner.

Chair Exley also noted that the upcoming Board retreat is very important. Missing the retreat is not like missing a meeting. Members will be working on projects which will effect the next ten years of the College's history. If you have a conflict on a given day come the day before or the day after. We need everyone possible to attend.

Chair Exley asked for any other questions or comments before the meeting adjourned. Mrs. Burke noted that we had a student attending the Democratic convention last week and thanks to the support of President Capehart, had another student who left Sunday for the convention. These students have been interns with The Washington Center.

Mr. Turrentine noted that walking through the halls, at least in Main Hall, is a real challenge. This is a great thing with so many students and the perspective of the first few days of classes. Everyone is excited about what's happening on campus. There's a pep rally at TJ's in Wheeling this evening and they are setting up in the arena, due to the weather, for the Joe Zelek concert tonight.

9. Adjournment:

The meeting adjourned at 6:10 p.m.

Lynne Exley _____
Chair

Mike Stolarczyk _____
Secretary

