

**West Liberty University
Board of Governors**

Minutes

June 9, 2010

Attendance:

Beverly Burke, Richard Carter, Brian Joseph, Shane Stack, James Stultz, Ann Thomas, Michael Turrentine

Unable to Attend:

Paul Limbert, Robert Steptoe, Michael Stolarczyk

Administration/Faculty/Staff:

Robin Capehart, Jim Clark, Scott Cook, John Davis, Mary Ann Edwards, John Gompers, John McCullough, Jack Wright

1. Call to Order:

Chair Joseph called the meeting to order at 6:20 p.m.

2. Chairperson Comments:

Mr. Joseph welcomed everyone to the meeting and asked that Shane Stack stand and be recognized as he read the following Resolution into the record:

RESOLUTION HONORING SHANE T. STACK

WHEREAS, Shane T. Stack has demonstrated exceptional dedication to West Liberty University, serving as the Student Government President and Student Representative to the Board of Governors from July 2008 through June 2010;

WHEREAS, Shane T. Stack is an enthusiastic advocate of West Liberty University, giving freely of his time, energy, and dedication to the West Liberty University Board of Governors;

WHEREAS, Shane T. Stack holds the University, the Board, and himself accountable to high standards of quality, integrity, and loyalty;

WHEREAS, Shane T. Stack supports the vision for West Liberty University as a model of educational excellence;

THEREFORE, BE IT RESOLVED THAT the West Liberty University Board of Governors extends sincere appreciation to Shane T. Stack for his exemplary service and wishes him the best in his future endeavors;

FURTHER, BE IT RESOLVED THAT this resolution be inscribed upon the minutes of this Board and that a copy be delivered to Shane T. Stack.

Adopted by the West Liberty University Board of Governors on this 9th day of June 2010

Mr. Stack thanked everyone and stated that serving on the Board as Student Government President had been a great experience over the past two years, as well as his experience at WLU as a student. Dr. McCullough stated that there have been many Student Government presidents over the years, but Shane is probably as fine, if not the finest SGA president we have had in decades. He has shown outstanding leadership and cooperation at the institution beyond his membership on the Board. He has been an outstanding SGA president. President Capehart echoed what Dr. McCullough said; it has been a real pleasure to work with Shane and it's nice knowing he will continue to work with WLU on things in the future. Shane was never afraid to stop by if he had a question or concern he wanted to discuss or if he heard something and wanted verification to stop a rumor in its place. Shane would call, text, or stop by the office and that type of cooperated created a great relationship between the school and student body. A lot of progress was made in the last few

years and as it was stated in the resolution, Shane shares the vision of what we want to become, a great University. Shane should leave here tonight knowing that he has made a tremendous contribution in that direction.

3. Approval of Minutes*:

Full Board 04/21/10

Executive Committee 04/14/10

Chair Joseph asked if there was any discussion regarding the minutes of the full Board of April 21, 2010. There being none he then asked for a motion to approve these minutes.

A motion that the West Liberty University Board of Governors approve the minutes of the full Board of April 21, 2010 was then made by Richard Carter and seconded by Ann Thomas; motion passed unanimously.

Chair Joseph asked if there was any discussion regarding the minutes of the Executive Committee of April 14, 2010. There being none he then asked for a motion to approve these minutes.

A motion that the West Liberty University Board of Governors approve the minutes of the Executive Committee of April 14, 2010 was then made by Shane Stack and seconded by Jim Stultz; motion passed unanimously.

4. Approval of Reports*:

Chair Joseph asked for any discussion regarding the reports contained in the Board packet. There being none he then asked for a motion to approve the reports submitted by the Provost, Enrollment & Student Services, Development, Community Engagement and the ACF Representative.

A motion that the West Liberty University Board of Governors approve the reports submitted by the Provost, Enrollment & Student Services, Development, Community Engagement and the ACF Representative was then made by Jim Stultz and seconded by Richard Carter; motion passed unanimously.

5. Annual Graduate Degree Report*:

Dr. McCullough stated that the Annual Graduate Degree Report is required by HEPC institutions offering graduate degree programs. We offer the MA in Education, which is now in its, second year of offering. This report is an update to the HEPC, which is dated June 10, 2010 per the Boards approval will be forwarded tomorrow to Dr. Bruce Flack and entered into record at the next HEPC meeting. Pay particular attention to points four and five, with some additional information which summarizes the growth and success of this program. The first graduating class will be in December 2010. The ability to offer courses at The Highlands Center allows a significant portion of courses to be offered through on-line hybrid courses to meet the needs of the students. This report, although brief, will document the growth and show the value of the program which is meeting the graduate level needs in the Upper Ohio Valley. Chair Joseph asked if there was any discussion on the report.

A motion that the West Liberty University Board of Governors approve the Annual Graduate Degree Report for Academic Year 2009-10 was then made by Beverly Burke and seconded by Mike Turrentine; motion passed unanimously.

Mr. Turrentine wanted to make known, although it was in the previous set of reports, that there is something new to our packet that he wanted to bring to the Board's attention. Dr. Root, the faculty representative to the legislative body and WLU's Advisory Council of Faculty representative, provides reports to faculty and is now included in the Board report. Dr. Root writes very well and is very detailed and provides a lot of good information on the legislative body. He does a great job in this role. President Capehart stated that Dr. Root was also elected Vice Chair of this organization and most likely is in line for Chair. Mr. Turrentine noted that many of the items commented on today in the Board training session are in Dr. Root's report and he is right on the money with his information.

6. Bachelor of Arts in Organizational Leadership and Administration (BLA) Program Approval*:

Dr. McCullough stated that this proposal was approved by the Curriculum Committee and Faculty Senate and comes to the Board, if approved by the Board, would move to the HEPC for their approval. This is a unique program in that it is a cohort based accelerated adult degree completion program. This is a solid complement to the long-standing RBA Program. The couple major differences are this is a cohort only program, the RBA is not. The BLA program has a specific curriculum and has more structure than an RBA. Dr. Michaud has done a

lot of work in developing this program and it will be competitive with similar degree programs offered by Mountain State, Wheeling Jesuit, and other institutions, probably more of those in the private domain than in the public. This program is directed toward meeting the needs of the Upper Ohio Valley adult learners, an underserved segment in higher education. This program would not have to be offered just at The Highlands because it is cohort based and not site tied. We hope to have the ability to offer this program in off-site locations. Once established, this program can be offered in corporate headquarters and in other communities, not just Wheeling, West Liberty, or The Highlands. That is the intent as the program is rolled-out, to offer it at other locales. The general studies of this program match the current RBA general studies with the work-life component and 36 hours in the program area of leadership, administration, management, organization relations and non-profit organizations.

Mr. Turrentine asked if this was considered a fluid cohort. Dr. McCullough responded that it is a fixed cohort. He stated that if a student were in the program and dropped out at a point, that student wouldn't be back in the program until another cohort comes back around at the point they dropped out. That's a down side to the fixed structure, but the cohort relationship and structure is also a plus. It is a tie that binds those in the program as they move through in unison. The trade-off is the shorter time dimension since everything is in an accelerated program set-up.

President Capehart added that the Chancellor and the HEPC are high on this program and he has been stopped at the HEPC meetings by individuals who have worked with Dr. Michaud. One of the things the Chancellor talked about in his meeting this afternoon was about degree completion and targeting the adult learner. This is exactly that type of program and we are getting it out to the public quicker than anyone else in the State. We are the first public institution in West Virginia with this type of program. This program is offered in the Pittsburgh area and the local private institutions, but WLU is the first public institution in WV to offer this program. With our cost structure our program will cost a lot less than the privates and be more accessible to people in WV. In the research done by Dr. Michaud for the market for this program, he found that we have 500 students in the last five years who left WLU with more than 90 credit hours completed. These students were almost seniors and they left for various reasons.

Mrs. Burke asked if this program approval goes to the HEPC next and then onto the NCA, too. Dr. McCullough stated it will just go to the HEPC for approval. There will be no new faculty with this program; we will be using existing faculty and adjuncts. The program should be ready to begin in October 2010. Mr. Turrentine asked if Dr. Michaud would be responsible for hiring individuals for the program or would this go through the College of Business. Dr. McCullough stated that with the 13 dedicated courses Dr. Michaud would probably be the major individual in the hiring process. Anything beyond the dedicated courses could be handled through the College of Business. Chair Joseph stated that this appears to be a tremendous program.

A motion that the West Liberty University Board of Governors approve the Bachelor of Arts in Organizational Leadership and Administration (BLA) to be offered through the School of Professional Studies was then made by Mike Turrentine and seconded by Ann Thomas; motion passed unanimously.

7. College of Arts and Communication Proposal*:

Dr. McCullough stated that this proposal originated not with the administration but with the faculty. Brian Fencil and Matthew Harder put together most of the information, along with other faculty members in Arts and Communication. The proposal is to establish a College of Arts and Communication, largely out of the existing department. Without repeating all of the rationale for the proposal, Dr. McCullough added significant points.

Dr. McCullough stated that any time you look at an expansion in academic units natural questions come up, one being is the expansion warranted. This proposal provides flexibility to WLU and gives us a fifth College, which is not top heavy for an institution of 2,600 students. There will be one additional department which will be a resource balance in terms of faculty and provides a budgetary balance. The enrollment balance is similar; right now the existing College of Liberal Arts encompasses nearly half of the entire faculty at WLU. Housed within Liberal Arts is the entire Liberal Arts core, the largest portion of the Liberal Arts core being professional programs. What this proposal would do is clearly define the new College of Arts and Communication. It is an entity that is going to focus on professional programs. The new Bachelor of Music, Secondary Education, Graphic Design, Journalism, Broadcasting, and Digital Media Design are all strong programs existing under the College of Liberal Arts, along with a large portion of the general Liberal Arts core courses. Psychology and Criminal Justice are the two largest programs.

We do think, without heavy overhead, we can provide administrative, promotion and advising focus on the professional programs in the new proposed College and the Liberal Arts core that would be in the existing

Liberal Arts. Humanities and Social and Behavioral Sciences would stay and two departments, one new, would be existing in the College of Arts and Communication. Two new academic administrative positions, the dean and a chair, would be needed in one of the new departments. For the coming year those are not major expenses since it would be an interim dean and interim chair. The chair could stay on the beyond this year and we would not need a new chair. In the fall if the new College is approved, the University may conduct a national search for the Deans positions and hire from the outside. Internal appointments for the coming year will be handled with a stipend, an amount smaller in nature to what would be the cost of a new chair and a larger stipend for the individual who would take on the title and responsibility of interim dean.

Costs for the coming year are not too heavy typically because there are interim positions involved. We tried to keep the budgetary component in mind. In summary, Dr. McCullough feels that this proposal provides a stronger focus for the technological professional degree oriented programs in the new proposed College and the general studies in the Liberal Arts. The Psychology and Social Science, our English degree, and Criminal Justice program remain in Liberal Arts. This is largely the rationale for the new College. Chair Joseph asked if there was any discussion.

Mr. Turrentine stated that he appreciates Dr. McCullough's information and understands that the interim deans are in place with full deans to be appointed eventually. With the deans salary approximately \$90,000 a year, chair stipends at \$10,000, and each dean carries an administrative assistant on campus at another \$20,000 to \$25,000, these costs are a big concern. Chancellor Noland addressed this very issue in a meeting on campus today about costs occurring at institutions. This proposal was passed by the Faculty Senate, with some controversy. No one is saying that there isn't merit to this movement and some of the reorganization. Given the upcoming financial position we are going to encounter in 12 to 19 months, Mr. Turrentine's position is to abstain from voting on this measure due to the costs coming down as a result of the proposal. There was a much larger administrative staff at one time at WLU, and part of the streamlining of that administration was due to enrollment starting to stagnate. Although we are headed in the direction of 3,000 or 4,000 students and understand that WLU is on solid ground, at every meeting we are attending we are receiving reports of the financial difficulties ahead. At this time, WLU needs to operate without this proposal. This is Mr. Turrentine's position.

Dr. McCullough stated that he understands Mr. Turrentine's position as a Board member and that he has made legitimate points. We all have to take fiscal responsibility, which the Board takes seriously, and respects the concerns voiced by Mr. Turrentine. We would not be bringing this proposal to the Board had we not had the increases in enrollment in recent years. Clearly, the expectation is that this will play a role in driving that enrollment even further; enrollment is one of the justifications as the institution expands and restructures. Enrollment continues to provide more validation for this proposal. The biggest cost item on this would be if new deans come from an outside search. The current dean was not appointed on a permanent basis and yes, the costs would go up significantly on an additional salary. Right now the dean and chair are on stipends and we don't know what will take place as to whether there will be a national search for these positions.

Mrs. Burke stated that the classified staff also has some concerns. Since Mrs. Burke does work in the Academic Affairs Office, she does agree with the need for this proposal with the complicated nature of arts and music, and that it does take more expertise and oversight, but it seems like the wrong time financially to be making such a move. She will abstain from the vote also, and would like to ask that the Board really recommend not going on a national search for Deans until we get through the budget crunch and not add these big salary increases to the budget. One of the things staff is so concerned about is that if you're taking faculty and moving them to deans, who covers their classes? Do you bring in a new faculty member and an added expense or cause a domino effect on the hiring procedure. Classified staff has a half-time position that needs to be taken to full-time, but we're told there is a hiring freeze. However, during this last academic year, since August of 2009, WLU has added 27 new positions (13 faculty, 13 staff, 1 dean). The office that takes care of every student that comes to this campus still has a half-time position; surely we can bring that person back to full-time. Mrs. Burke also stated that she was told today that one of our classified staff positions had been cut to half-time. From a classified staff standpoint, this appears to be a cost-saving cut to pay for higher paid positions being created. The Chancellor mentioned in the meeting today that if institutions are not fiscally prepared for the upcoming budget cuts there could be layoffs. WLU needs to watch new positions across campus and positions being created duplicating services already taken care of; there is a genuine concern among classified staff.

Dr. McCullough asked Mrs. Burke what half-time position to which she was referring. Mrs. Burke stated that the Registrar's Office handles every student that comes through the campus and they are always trying to catch up. This office still has a half-time position; it wouldn't be much of a cost increase to the institution to bring the position back to full-time from the cuts that took place seven years ago. WLU owes it to that office to

bring that position back to full-time. The entire office is still down one and a half positions; they're only asking for a half-time position. She continued that when you take a look at this proposal it's a good proposal, and probably needed, it's just a difficult time to be adding new staff. New positions are coming along that haven't been advertised yet; where is it going to stop? It's not that we don't see the need or that we don't want to move forward, but we should move slowly with what's coming down the pike with regard to budgets.

Mrs. Thomas stated this program could not come forth unless you have the people in place; this would be a new program? Dr. McCullough stated that it is a new College and a new department, not program, which would be housing programs. Mrs. Thomas asked if we need to have people in place to manage the program; deans, etc. President Capehart stated that first of all, if you read the materials, when they came to Dr. McCullough and I on this, one of the problems we have is that the College of Liberal Arts is such a big college. Some areas believe that they have no identity because they are so buried in Liberal Arts. Secondly, part of the problem in the College of Liberal Arts, as it's constructed now, has two different philosophies; general studies, giving everyone a solid foundation of a broad base of knowledge they need. On the other side within the same College you have pre-professional training. Because of the conflicts within the College as it is, it's not productive because of this type of philosophy on what type of education is being delivered. In the last few years WLU has made a lot of investments. With regard to hiring, we wouldn't have the Physician Assistant Program if we didn't hire for the new positions. In the long run we make investments to get a return. President Capehart stated that he trusts Bev's numbers, but the fact is we hire because we are growing. With growth you add students and you need people to teach those students. The latest budget report, despite the fact that we have hired for several different positions, shows a slight cash surplus this year from a growth in our investments.

There are areas of the College of Liberal Arts that want to give themselves an identity. They feel they have no identity to recruit students. When they say they are a part of the College of Arts and Communication, those programs in digital and graphic design and communications, they feel they would now have an identity. Dr. McCullough stated that those have been growth areas for WLU and those folks feel they have been somewhat buried in the College of Liberal Arts. President Capehart stated with regard to the dooms day scenario, with only approximately 25% of our budget coming from the State, if they cut us 5%-7% we're still only down approximately \$600,000, out of a \$39 million budget, which we are making preparations to deal with at that time. Also, our return on the investments we have made, those that are faculty driven, make for a good investment and return in terms of students.

Mrs. Thomas asked if going ahead with this proposal is going to increase enrollment in this particular school, to which Dr. McCullough felt strongly that it could. Mr. Stultz noted that Mr. Turrentine indicated a rather uneasiness in the Faculty Senate vote for this program. He asked if anyone knew what the results were of the vote by Faculty Senate. Dr. McCullough believed the vote was 12 to 4 in favor of this move. Mr. Stultz thanked Dr. McCullough for the information.

Mr. Turrentine added that he realizes we are in a solid financial position, but with no tuition increase this year, that is money we can never recapture. Whether you take into consideration the dooms day reports, and regardless how the economy may play out, the Board cannot discount the concerns of a lot of faculty members in the last month. Mr. Turrentine stated that this is his conveyance to the Board on behalf of the faculty. President Capehart stated that he can appreciate what faculty members went through seven or eight years ago.

Mrs. Burke stated that from a staff standpoint, we see a half-time position requested to be brought back to full-time, and then someone cut to half-time, as a cost saving measure. Why can't the busiest office on campus have a position brought back to full-time when other offices are creating positions? This half-time position is a small savings that would not bring on a financial crisis if it were brought back to full-time. There needs to be some reassurances to the staff that the position recently cut to half-time is not a cost cutting measure. President Capehart stated that one of the positions cut back to half-time was added to another half-time to create a new classified staff position, which the president asked for and received clarification on from Mr. Wright on this point. A lot of the reasoning is reprioritizing some of the positions we have. WLU is still well within the 20% classified/non-classified regulation. Mrs. Burke stated that the Registrar's Office is the busiest office on campus. When they get behind on work they stay behind. She asked that we look at that position, being in a student-centered area, and see if we can't help that office by bringing the position back to full-time. Mr. Stultz asked if an employee has a reduction in hours, do they have the right to grieve against the position if they think the reduction is inappropriate, to which it was replied "yes." He then asked if this person had filed a grievance. Mrs. Burke stated that it may happen, but to date has not. The reduction in hours just occurred so there could be a grievance filed down the road.

A motion that the West Liberty University Board of Governors approve the creation of the College of Arts and Communication was then made by Jim Stultz and seconded by Richard Carter; motion passed; Beverly Burke and Mike Turrentine abstained from the vote.

8. Revision to Policy #50 – Fundraising: 30-Day Comment*:

Mr. Davis stated that over the past two years members of the President's Council have been reviewing Board of Governor policies and revising them to bring to this body to have those revisions disseminated for review and update the BOG policies. Another of those items is the Fundraising Policy which was drafted in 2005 or 2006. In the past three years since President Capehart came on board, as most members know, the operation and functions between the Development Office and the Foundation have changed greatly. In addition, the WV State Auditors Office has been encouraging public institutions of higher education which have foundations to separate the foundations from the University Development Office. This revised document that the Board is being asked to review is for approval for dissemination for the 30-day comment period.

Mrs. Burke stated that on the second page it says a University fund should be established. Is that somehow different than the Foundation and Research Corporation? President Capehart stated that there was a fund created within the University that we've been using for three years. The legislative auditors want us to have a fund within the University so that if someone goes out and does fundraising on the University's nickel, that money will be reimbursed from the Foundation. If Jason raises money we need a fund to deposit it in that's controlled by us and not the Foundation. The difference from where we are now is that the Board of the Foundation has to approve things employees do. The legislative auditors are coming down really hard on the foundations of institutions. Jack, Jason, and John have done a great job working with the auditors and WLU is in better shape than most schools. We are trying to fix it so that there is more of a distinction between the Foundation and the University. When there is fundraising done, the person indicates the money goes to the Foundation, they reimburse for expense and we're okay.

Mr. Davis added as a practical matter, looking back, he could not recall ever disseminating a policy revision for 30-day comment when students and faculty were not on campus. He stated what we should do is send the policy out the first week of school so all constituent groups get a chance to react. The legislative auditors will see that we are taking the steps necessary to create that separation, but we will need to do it at a later date.

A motion that the West Liberty University Board of Governors approve the dissemination of the draft revised policy "Fundraising" to constituent groups for review and comment the first week of the Fall 2010 semester was then made by Beverly Burke and seconded by Richard Carter; motion passed unanimously.

9. Tentative Schedule of Meetings July 2010 - June 2011*:

The Board of Governors is asked to review the proposed dates on the attached schedule for any major conflicts in order to establish firm meeting dates for year beginning July 1, 2010. Additional meeting dates may be built into this calendar to allow for the discussion of any unforeseen issues that may require the Board's attention during the year. A quorum of seven voting members is required to be present for the Board to officially take action on any item.

A motion was then made by the West Liberty University Board of Governors to adopt the meeting schedule for July 2010 through June 2011 by Richard Carter and seconded by Beverly Burke; motion passed unanimously.

10. Election of Officers*:

John Gompers stated he met with the Nominating Committee, which consisted of current Board officers Brian Joseph, Chair, Jim Stultz, Vice Chair, and Richard Carter, Secretary. They met on June 7, 2010 and know that the tradition has been that the officers would serve for a two year period; all previous officers have done this. After discussion, to which Mr. Gompers was an invited guest and asked to give the report to the Board, all three of the current office holders agreed that they would serve an additional term if the Board has a mind to do so, have humbly offered themselves for an additional term next year. If the Board is of the mind to do so at this time, Mr. Gompers asked to make a motion that the current officers be elected to serve for one additional year beginning July 1, 2010 to June 30, 2011.

A motion was then made that the West Liberty University Board of Governors accept the current officers be elected to serve for one additional year beginning July 1, 2010 to June 30, 2010 by Ann Thomas and seconded by Mike Turrentine; motion passed unanimously.

11. Laptop Program Report:

Mr. Clark gave an update on the Laptop Program, following his PowerPoint printout contained in the Board agenda packets.

Chair Joseph stated that this sounds like a great program, and asked about our bandwidth and whether we have enough. Mr. Clark stated that we do have enough bandwidth with Comcast. WLU's contract with Comcast included a major bandwidth upgrade for the academic network. We also require quite a bit of bandwidth with seven dorms, video, Skype, and other activities.

Mr. Stultz noted the initial first-year cost for the program and the drop in the second year. He asked if there has been any negative feedback from students with regard to the change in computers and do we actively utilize student involvement in the selection process of the equipment we purchase. Mr. Clark stated that we do involve the students and their feedback in the selection process for the equipment. The feedback we have received on the netbooks is that the students would like a larger screen and a DVD writable disc.

Mr. Turrentine stated that the new technologies that other schools are offering have gone beyond the traditional laptop. Seton Hill went in with the iPad, but after doing some further investigation, they want a tremendous amount of money from the students.

President Capehart added that Jim's done a great job with this program and he has worked closely with Mark Starcher on this and other problems. Jim has taken on these technology issues and taken them a long way. He took on this program two years ago, knew there was going to be some ups and downs with the program, but overall we cannot dismiss the fact that some of our increases in enrollment are related to this type of commitment to the students; putting technology in their hands.

12. President's Report:

President Capehart proceeded with his presentation as outlined.

Mr. Turrentine stated that with regard to the first summer session held at The Highlands Center, being the first time to see this area in action, he was very impressed. The entire staff, Larry Williams, Rhonda Tysk, and Tom Michaud did an excellent job. They are doing terrific work up there and are so helpful on every aspect of getting the classes together. Students enjoy a beautiful lounge area and the classrooms are terrific. A lot more classes were offered at The Highlands and the students have responded.

President Capehart stated that with the current economy, the budget is at break even, with a surplus in the area of \$400,000.

Brian Warmuth had mentioned a possible severance plan for employees a couple years ago. Three months ago Mr. Warmuth came back to President Capehart with the possibility of enacting this plan. A survey for interest had a good response with 40 to 50 people interested. The plan is set-up with various breakdowns of years of service combined with a person's age. The plan would be for one year's worth of an employee's salary to be spread over two calendar years. The cost would be covered over three different budgets. The approval process for this plan would go before the Joint Committee on Pensions. This plan would fall under the changes the Board approved through the Strategic Plan.

President Capehart also stated that a wealthy WLU donor approached him who would like to help define the Entrepreneurship Program. After doing some research President Capehart was able to ask him some questions and he helped put the program into perspective. This program will be a "nitch" that can really promote the College of Business. The Governor is very big on this type of program and what we are doing with entrepreneurship. Mrs. Burke asked if this is a more expedient way to handle a two-year certificate, to which Dr. McCullough stated that it would be more expedient.

13. Adjournment:

The meeting adjourned at 8:20 p.m.

Brian Joseph _____
Chair

Richard Carter _____
Secretary