

**West Liberty University  
Board of Governors**

---

**Minutes  
October 18, 2023**

Attendance: David McKinley, Tom Cervone, Michael Baker, Rich Lucas, Rich Carter, Stephanie Shaw, Lou Karas, Jenna Maguire, Robert Kreisberg

Unable to Attend: Jamie Evick

Administration/Faculty/Staff: Tim Borchers, Cyndi Galloway, Lynn Ullom, Betsy Delk, Katie Cooper, Brad Forshey, Joe Rodella, Lori Hudson, Karen Kettler, Cecilia Konchar Farr, Cathy Monteroso, Sherri Theaker, Tasha Taylor, Ann Saurbier

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

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

**II. Introductions**

**III. Public Comment**

None.

**IV. Agenda Order (Board may move to change order of consideration)**

**V. Approval of Minutes\***

**A. Minutes of the Full Board August 16, 2023\***

**On motion by Richard Carter and seconded by Rich Lucas, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the full Board of August 16, 2023.**

**B. Minutes of the Executive Committee August 16, 2023\***

**On motion by Michael Baker 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 August 16, 2023.**

**VI. President's Report**

Dr. Borchers shared that he's completed 100 days on the Hilltop as of last week.

He has started to report out to campus on his first 100 days and listening sessions that have been held.

The Strategic Planning Committee will be announced soon. Our goal is to differentiate WLU from other institutions. We're working with a consulting firm, EAB (Education Advisory Board), to help us with this process.

Marketing Update: VisionPoint-Big Idea Campaign will be shared soon. New slogans, etc. Digital advertising will be used mostly. We're trying to focus on areas that potential students will be, not necessarily where employees are.

Dr. Borchers noted that Homecoming/Wall of Honor was a success.

## **VII. Board Reports**

### **A. Academic Affairs (Monteroso)**

Cathy noted that New Faculty Orientation is being done throughout the year. It's helping to familiarize new faculty.

Ed.D. had 13 students start on 9/18. We're celebrating tomorrow with this group as our first cohort. We do already have applicants for the next cohort.

Andrew Lewis started about 2 weeks ago as Director of the Student Success Center.

Construction has started on the 4th floor of Campbell Hall. Offices were moved to the Library. The plan is for construction to be completed by early January.

Eight faculty members received open educational resource grants. This will help to lower book costs for our students.

Dual Enrollment-we've seen an increase in dual enrollment. 244 students in Wheeling Park and 61 at John Marshall. In the Spring, we'll have more at John Marshall and less from Wheeling Park.

New academic programs-Aviation fixed-wing pilot, a new track MAED Music Education, and a new certificate in Zoo Animal Science. We're focusing on certificates and micro-credentialing to attract different types of students. HEPC is creating a task force for micro-credentialing and Cathy has volunteered for this so that we will have an opportunity to pilot.

The Grand Opening of Topper Thrift was held. This is a student initiative. They sold more in their grand opening this semester than they did all of last year.

### **B. Student Affairs/Enrollment Management (Cooper)**

Katie reviewed current enrollment numbers and noted that we lost about 35 students from summer melt. Communication will be amped up to students even more to better prepare for this.

We met projections for incoming students for first time freshmen and transfers and Fall graduate enrollment is holding steady.

We're at 1,548 FTE for undergraduates and our projection was 1,700.

We are over in graduate hours and Ed.D. numbers weren't originally budgeted in.

2,346 is our overall headcount (headcount is what we report to HEPC). This does include our dually enrolled students.

Fall recruiting and outreach-90 fairs/high school events have been attended so far between 4 staff members. We're hosting high school football games on campus and we have booths set up. We are up in applications by 15 and up by 40 accepted students for Fall 2024.

We've partnered with HEPC on a Text for Success Program. Seniors get texts for higher education events going on and we are able to incorporate WLU events (Black/Gold days, etc.) for alerts. The state pays for this. We also partner with local schools on College Exploration, First Generation Day, and College Decision Day. We're working to rebuild relationships in the High Schools.

Katie is working now to build communication plans for parents now so that they have the information they need about WLU before students even start thinking about it.

Health and Counseling-We're seeing a large increase in need for services. Health Services sometimes sees up to 30 patients per day and Student Counseling is seeing 12-15 patients per

day. We're increasing health/mental education across campus and are looking into telehealth options for counseling to help students out of state.

Student Life Updates-We're offering 7-8 activities per week on campus.

DEI Initiatives-Many events have been held. Coming Out Day, Pronoun Day, Festival of Colors, and many others.

Zach Rhodes was hired as Assistant Director of Admissions and the department is working to hire for other positions in the near future.

### **C. Fiscal Affairs (Hudson)**

Lori reviewed the budget status report.

Operating Revenue-50% of our undergraduate tuition & fees has been billed. Lori would like to see this at 51-52%.

47% of graduate tuition & fees has been billed and this is higher than normal due to Ed.D. and AB Cohort PA Program.

51% of Housing & Food has been billed. 25% of our appropriation has been received and this is on target.

Other income of 494K has been received and this is about 33%, which is above target.

Institutional discounts are at \$3 Million.

Expenses-Lori reviewed all expenses and noted that in total, we're in an acceptable range.

Undergraduate Programs-We budgeted for 1,700 FTE. Verified Fall 23 enrollment with 1,492 FTE + 56 FTE (enrolled part time but calculated to be FTE) for a total headcount of 1,548 students or 152 FTE off target. We're hoping to help close this gap with transfers for Spring. We also have 342 dual enrolled students registered from John Marshall and Wheeling Park. 32 Early Entrance from Wheeling Central.

Graduate Programs-Budget projected based on billable hours per program with the exception of the PA Program. We budgeted for 5,736 billable hours, plus the PA program. As of the end of September, 2,749 hours have been billed and an additional 380 hours are expected. This would be a total Fall billing of 3,129 hours.

We also added a cohort of 21 students from Alderson Broaddus to our PA Program (approximately \$676K not in the budget) teach-out was added for the Alderson Broaddus second-year students. The 13 Ed.D. students were also not included in the original budget.

### **D. IT/Physical Plant (Rodella)**

The current focus is on building access and surveillance systems. We're still on track and hope to have the dorms finished in January.

A student retention system was purchased. This is intended to help us predict students who are in trouble.

A committee has been meeting on campus to correct some ADA issues. Signage around campus will need updated and it's very important that we begin to make progress on this. Joe noted that we have a complete list of items that need correcting. Unfortunately, ADA couldn't be included in deferred maintenance.

Wireless/entertainment project in our dorms is complete and the service is working well so far.

Argos Project-This will allow employees to build their own reports and will increase efficiency on campus.

Deferred Maintenance-11.7 million will be received. We'll replace HVAC in Fine Arts and the ASRC. The roofs on Krise, ASRC, Fine Arts, and Myers will be replaced. Some windows and doors will also be updated in certain areas. Bids will go out for these projects.

Campus Carry Preparation-Pat Kelly is running our safety committee. We sent a survey out to all of campus to scope out how many firearms we might have to store. We received over 700 responses and the responses are currently being reviewed.

Aquatic Center contractors will be here next week to review the job. The project will take approximately 150 days. We hope to have it fully functional by Fall 2024.

#### **E. Athletics (Ullom)**

Lynn noted that he officially retires on Friday and wished continued success at WLU. He introduced Brad Forshey as our new Interim Athletic Director.

Brad shared information about High School football games being held on campus. He also shared many athletic events coming up and recent successes in athletics.

A donation from Belmont Savings Bank will allow us to update our softball complex. Locker rooms and bathrooms will be added.

9 inductees were just added into the WLU Athletics Hall of Fame.

Recruiting for Women's Wrestling is underway and we had our first recruit on campus last week. The program will begin in the Fall.

#### **F. WLU Foundation (Delk)**

Revenue is doing well so far due to some notable estate gifts: Mellott, Wiesner, Dailey scholarships.

The Foundation supported the second-year cohort of Alderson Broaddus PA students with scholarship support to complete their education.

The August Audit was successful, and no recommendations were given.

The Tri-State Tax Institute will take place next week.

A recognition banquet was held during Homecoming weekend.

Scholarship Day is coming up on November 1st. Students that received scholarships from the WLU Foundation get a chance to write notes, etc. thanking their donors.

Two student interns recently joined the WLU Foundation.

#### **G. Faculty Representative (Kreisberg)**

Robert provided a faculty update and noted some faculty concerns.

One concern is the cap of 9 billable graduate hours and another concern is undergraduates taking graduate-level courses but being billed at the undergraduate rate.

Robert shared a handout with BOG Members that included accomplishments from faculty members. He gave some brief details on each accomplishment.

A mural competition is taking place. Two walls in Arnett Hall will be painted by the winning students.

A WLU Hometown Hilltoppers Ambassador program is beginning. This will send students back to their High School to present information about WLU's biology program.

#### **H. SGA Representative (Maguire)**

Jenna shared that SGA student senators are sitting on many committees throughout campus and are involved in many activities off of the hilltop with the help of Betsy Delk. They've attended a Lunch with Leaders event hosted by the Wheeling Chamber of Commerce and will also attend the Economic Outlook conference next week.

Jenna hopes to survey campus to gather information about retention and how to keep students in the state after graduation.

The 3rd annual Drag Bingo was held this semester and at least 200 students participated. A Festival of Colors was held and included colored powdered dye, henna tattoos, etc.

A Car Smash during dead week is being planned. This is a type of stress relief event (similar to a smash room).

Winterfest Cabaret event is being planned along with a Spring campus-wide food drive (Soup or Bowl).

#### **I. Staff Representative (Karas)**

Lou shared that the Employee Engagement Committee announced staff recognition award winners last month.

True Topper-Joe Mills

Customer Service- Tammy Bonar

Team Award-Enrollment Services Dept.

Staff Council meets on the 3rd Thursday of each month.

A request to consider staff council representatives on some future hiring committees was mentioned. Staff want to have more of a voice in the selection of some positions.

Joe Gilbert was acknowledged Lou for helping with the installation of bike racks. He went above and beyond for this project. 24 of 27 racks have been installed so far. We'll have opportunities to apply for additional funding for this project.

Trick or Treat on the Quad (20th anniversary for this event) is next Thursday. 130 WLES students come to campus for trick or treating. 34 offices/departments/organizations have volunteered to hand out items. There will be 27 different activities also for the children.

### **VIII. Board Items for Approval\***

#### **1. Program Approval-Aviation: Fixed Wing Pilot**

Cathy Monteroso shared that HEPC required us to have the MOU with Marshall in place so that we could propose a joint program. The next step is program delivery. This went through curriculum committee and faculty senate and some changes were made. The BOG is being asked to approve the structure of the program. Cathy also shared that all courses are delivered by Marshall faculty members. Some courses will be face to face and planes will be used for their

faculty to travel. Most teaching will be remote. As a joint program, we're the home institution and tuition is paid to us. Fees for delivery of courses is what we'll pay Marshall. WLU will cover a Co-Director at \$44,000. This position is required through FAA. The total program cost is around \$100,000 and most students are paying off loans right away. Robert Kreisberg asked if this is a cohort. Cathy noted that we can take students in January as well, so it's not necessarily a cohort.

**On motion by Rich Lucas and seconded by Robert Kreisberg, it was unanimously adopted by the West Liberty University Board of Governors to approve the Fixed Wing Pilot Program structure as presented.**

## **2. Department of Special Programs**

Creation of a Department of Special Programs is need to house the Aviation Program. This department would only consist of the Co-Director.

**On motion by Michael and seconded by Robert Kreisberg, it was unanimously adopted by the West Liberty University Board of Governors to approve the Special Programs Department.**

## **3. Selection of BOG Representative to the Program Review Task Force**

Dr. Borchers explained that we're required by HEPC to complete a program review every five years to report numbers of enrollment in programs and various metrics. We're creating a small committee to review data and make recommendations. We would like to add a BOG member to take part in this process. Tom Cervone was nominated to serve and is willing to serve on this committee.

**On motion by Richard Carter and seconded by Stephanie Shaw, it was unanimously adopted by the West Liberty University Board of Governors to approve Tom Cervone as a member of the Program Review Task Force.**

## **4. Fall 2023 Commencement Speaker**

Dr. Borchers noted that our recommendation for the Fall 2023 Commencement speaker is David McKinley. He asks that the Board of Governors approve this recommendation.

**On motion by Tom Cervone and seconded by Michael Baker, it was unanimously adopted by the West Liberty University Board of Governors to authorize David McKinley as the December 2023 commencement speaker.**

## **5. Honorary Degree**

Dr. Borchers noted that our recommendation for the Fall 2023 Commencement speaker is David McKinley. He asks that pursuant to Procedure 238, that David McKinley be awarded the honorary degree.

**On motion by Michael Baker and seconded by Rich Lucas, it was unanimously adopted by the West Liberty University Board of Governors to authorize the conferral of an honorary Doctor of Humane Letters (DHL) degree from West Liberty University at the December 2023 commencement to David McKinley.**

**6. Waiver to Employees for the Doctorate Program and Notice of Intent to Revise BOG Policy**

Dr. Borchers: Notice of Intent to draft and make available to the campus community, modifications to the BOG Rule 4.3: Tuition and Fee Waivers. Changes are being made to include an employee waiver for the Doctorate Program. A 35% partial waiver is being proposed for a limited number of employees in the Ed.D. Program with stipulations. This will be shared with campus for 30-day comment and final BOG approval will be requested at the next BOG meeting. Discussion about the percentage of the waiver and stipulations that will be put in place. BOG is being asked to approve the Notice of Intent to revise this policy and final BOG approval will be requested at the December BOG meeting.

**On a motion by Michael Baker and seconded by Richard Carter, it was unanimously adopted by the West Liberty University Board of Governors to approve the Notice of Intent for policy revision.**

**7. Finance Sub-Committee Chair Selection**

Michael Baker has been nominated to serve as Chair of the Finance Committee. He accepts the nomination.

**On a motion by Rich Lucas and seconded by Richard Carter it was unanimously adopted by the West Liberty University Board of Governors to accept Michael Baker as Chair of the Finance Committee.**

**8. Modification to the 2023-2024 BOG Meeting Schedule**

Dr. Borchers made a recommendation to hold Executive Committee meetings at least one week prior to BOG meetings. He reviewed new dates and times for the 2023-2024 meeting schedule to be updated and posted. This will help with communication and gathering agenda items prior to BOG meetings. Motions to change schedule: 11/29/23, 1/19/24, 3/14/24, 5/23/24. All at 10:00AM with a Zoom option.

**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 modifications to the Executive Committee meeting schedule as presented.**

**IX. Possible Executive Session - None.**

**X. Information Gathering - None.**

**XI. Adjournment**

On motion by Richard Carter & seconded by Michael Baker, the meeting adjourned at 5:52 p.m.

David McKinley \_\_\_\_\_  
Chair

Tom Cervone \_\_\_\_\_  
Secretary

Minutes submitted by: Cyndi Galloway