

WLU Board of Governors

Regular Meeting

Wednesday, April 16, 2025 - 4:00 p.m.

Location: Shaw Hall Board Room

Meeting ID: 939 1470 2671

Passcode: 366147

- I. **Call to Order/Roll Call/Quorum and Mission Statement**
- II. **Introductions**
- 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 Cyndi Galloway 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 February 12, 2025* (pgs. 3-6)
- VI. **President's Report** (pg. 7)
- VII. **Reports**
 - A. Academic Affairs (Monteroso, pg. 8)
 - B. Student Affairs/Enrollment (Cooper, pg. 9)
 - C. Physical Plant/IT (Rodella, pg. 10)
 - D. Athletics (Forshey, pg. 11)
 - E. Fiscal Affairs (Hudson, pg. 12)
 - F. Foundation (Delk, pg. 13)
 - G. Faculty (Kreisberg)
 - H. SGA (Maguire)
 - I. Staff (Karas)
- VIII. **Board Items for Approval***
 - A. **FY26 High Level Budget** (pg. 14)
 - B. **FY26 Tuition & Fees Packet** (pg. 15)
 - C. **Program Review Submission to HEPC** (pg. 16)
- IX. **Discussion Items**
 - A. **BOG Reappointments-McKinley, Cervone, Shaw**
 - B. **HB 3279**
 - C. **Discussion of President's evaluation, compensation, and renewal of President's contract (possible executive session).**
- X. **Information Gathering** (Members may ask questions or gather information to prepare for future agenda items without general discussion or action at this meeting.)
- XI. **Next Meeting Date - Wednesday, June 11, 2025**
- XII. **Adjournment**

**West Liberty University
Board of Governors**

**Minutes
February 12, 2025**

Attendance: Rich Lucas, Mike Baker, Katie Kacmarik, Lou Karas, Robert Kreisberg, Will Turani, Jenna Maguire, Stephanie Shaw, David McKinley, Tom Cervone

Unable to Attend: Jamie Evick, Erikka Storch

Administration/Faculty/Staff/Guests: Tim Borchers, Cathy Monteroso, Lori Hudson, Betsy Delk, Cyndi Galloway, Jacob Manning, Brad Forshey, Katie Cooper, Joe Rodella, Cecilia Konchar Farr, Stephanie North, Sherri Theaker

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

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

II. Introductions

None.

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 December 18, 2024*

On motion by Robert Kreisberg and seconded by Jenna Maguire, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the full Board of December 18, 2024.

VI. President's Report

Dr. Borchers provided updates on strategic planning, with Cathy later discussing the contribution margin and Katie presenting additional details. The External Fundraising Task Force, led by Dr. Borchers, Betsy Delk and Laura Musilli, has been meeting with faculty and staff about opportunities for external funding that align with institutional priorities.

The university is at a point where proposals can be presented to external funders. Dr. Borchers met with state legislators regarding deferred maintenance, aviation program expansion, and corrective construction for Hughes/Beta Residence Hall. Discussions also included the Interprofessional Healthcare Education Center, which would provide space for labs, and the importance of maintaining reasonable PEIA costs. Additionally, he met with Senator Capito's staff regarding healthcare education, mental and behavioral health centers, campus police needs, and the Blatnik Hall renovation. As funding proposals typically open in March or April, the university aims to be prepared. Private funding projects underway include TV studio updates, the Bobby Douglas Wrestling Complex, and Trails Projects.

VII. Board Reports

A. Academic Affairs (Monteroso)

Cathy announced the Faculty Award winners: Felipe and Linda Cowan, Sarah Davis, and James Wood. The five-year program review is complete, and budgets will soon be set. Updates were provided on accreditation for graduate and undergraduate programs through the Commission on Accreditation for Allied Health Programs. The six-year graduation rate target was 52%, and the university has achieved 60%. Retention rates will be available in April.

The Learning Management System will transition to Canvas in the fall, with training already underway.

Cathy discussed the contribution margin, analyzing revenue per credit hour and program costs. She clarified that overall costs are considered, such as music program expenses for private lessons. More updates, including possible recommendations, will be presented at the next Board of Governors (BOG) meeting. Tom Cervone is on the Program Review Committee.

B. Student Affairs/Enrollment (Cooper)

Katie reviewed spring enrollment numbers for graduate and undergraduate headcount, with 386 dual-enrolled students. She noted that the General Business Online major grew from two students in the fall to seven in the spring, and psychology courses will soon be available online. Offering general courses online assists WVNCC students transitioning into the program.

Fall 2025 applications for undergraduate and graduate programs are currently down. The admissions team is actively working to increase applications, including purchasing names from broader regions and refining communication strategies. They are prioritizing program-focused recruitment events and transfer days at the end of each semester. A campus-wide effort is needed to support enrollment growth.

Katie noted the Student Affairs Department has had some recent turnover in the Housing Department.

Topper Idol has been ongoing for two weeks and will continue through February.

Dr. Borchers noted that the Metro Rate Expansion was well received in the media.

C. Physical Plant/IT (Rodella)

The Data Security Plan remains operationally compliant, but updated requirements have led to necessary adjustments. IT is reviewing system access. Summer construction projects will include HVAC, window, and door replacements, affecting multiple buildings. These buildings will remain open but may lack HVAC or hot water. Notifications have been sent to affected parties, and plans are being developed to mitigate disruptions.

A small simulator has been installed at the airport, with a large simulator expected to arrive in early September for use in the Aviation Center.

The Campus Master Plan update is due this year, and previous plans will be audited to guide committee updates.

D. Athletics (Forshey)

Brad provided updates on athletics, noting that the men's basketball team is ranked 10th nationally and aims to host the NCAA regional tournament. Coach Howlett achieved his 200th career win on January 18.

The Men's Wrestling MEC Championship was hosted on campus on February 1, and the women's wrestling team has had a successful inaugural season.

The Spring Sports Kickoff Show was rescheduled for February 18.

Brad was invited to join the WLU Lion's Club Family Support Center board and our athletics staff remain busy transitioning between winter and spring sports seasons.

E. Fiscal Affairs (Hudson)

Lori reviewed the financial report, noting that spring enrollment is not yet verified. The university budgets based on full-time equivalent (FTE) students, and we budgeted for 1,447 FTE students. Undergraduate projections remain on target for this fiscal year, but graduate program enrollment is expected to fall short of billable hour projections, contributing to a projected revenue shortfall. Housing revenue is also down. Summer undergraduate revenue is expected to offset some of the shortfall, but still leaving a tuition-related deficit. Additional revenue and savings, such as eliminating rental expenses for Topper Towers, may help balance the budget.

For FY26, the university began Fall 2024 with 1,496 FTE students, dropping to 1,351 in Spring 2025, resulting in a revenue loss. Efforts are being made to improve student retention. Tuition rates and enrollment projections are being finalized, with anticipated increases in graduate and housing rates. PEIA costs remain a concern.

F. Foundation (Delk)

Betsy reviewed fundraising efforts, announcing the addition of three new endowed scholarships and two unendowed scholarships. A \$7,500 scholarship was established in the College of Business. Dr. Borchers and Betsy traveled to Arizona, Texas, and Washington, D.C., to strengthen alumni relations and donor engagement. A Washington, D.C., alumni group is looking to become more involved.

Topper Day of Giving is scheduled for March 26, kicking off with the Columbus Area Watch Party on February 26. Leading up to the event, social media takeovers and various activities will take place.

Katie Kacmarik discussed potential ways the BOG could support fundraising, such as writing thank-you notes and contributing to a travel fund for donor engagement. Official WLU Board of Governors note cards will be produced.

G. Faculty Representative (Kreisberg)

Robert shared faculty shout-outs and addressed concerns about students struggling with math skills. He emphasized the need for direct intervention and noted potential reductions in WVIMBRE grant funding under new administration policies. The loss of this funding could significantly impact faculty, research, and students. He urged attendees to contact legislators to advocate for continued NIH funding.

H. SGA Representative (Maguire)

SGA initiatives include a February 28 trip to Charleston with 10 students attending. The recent "Soup or Bowl" event resulted in 755 donated items.

Spring semester activities include:

- A special print edition of *The Trumpet* newspaper.
- A book club leading up to the Hughes Lecture Series.
- Creation of College Representatives.
- The "Night to Shine" event.
- Topper Idol continuing throughout February.
- Valentine's Day bouquet and card-making event.
- Upcoming trips to the zoo and Top Golf.

Campus organizations are hosting events for Black History Month, with Aladdin providing a themed dinner in celebration.

I. Staff Representative (Karas)

Lou reported that the Large Format Printer broke down, and Joe Horzempa covered the cost of a commercial-grade replacement using Biology Department funds.

The Employee Engagement Committee selected Andrew Lewis as Employee of the Month for January.

Three annual staff awards were presented at the Spring University Welcome event:

- **True Topper Award:** Tom Hepburn (WLU staff since 1981, Grounds Crew).
- **Topper Team Award:** Registrar's Office (Stephanie North, Laura Willis, Karen Gerardi).
- **Customer Service Award:** Lou Karas.

VIII. Board Items for Approval*

- **Spring Commencement Speaker and Honorary Degree**
 - President, Tim Borchers, read the proclamation
 - On motion by Rich Lucas and seconded by Will Turani, it was unanimously adopted by the West Liberty University Board of Governors to approve the resolution as presented and authorize the President of the University to confer the Doctor of Humane Letters degree to Katie Kacmarik at its May 10, 2025, Commencement Ceremony.
 - Katie Kacmarik abstains from this vote.

IX. Information Gathering: None.

X. Adjournment

On motion by Robert Kreisberg & seconded by Katie Kacmarik, the meeting adjourned at 5:21 p.m.

David McKinley _____
Chair

Tom Cervone _____
Secretary

Minutes submitted by: Cyndi Galloway

President's Report to Board of Governors
April 16, 2025

1. Update on Strategic Initiatives

- External Funding initiative updates: We are preparing three Congressionally Directed Spending proposals and have started some private donor fundraising campaigns.
- Report on Specific Strategic Plan Initiatives:
 - a) Web site landing pages and redesign
 - b) Sustainability Learning Community
- Metrics Report: Retention

2. Enrollment and Program Development Updates

- Dr. Borchers will provide a summary of enrollment trends in the state as well as work that is being done to position West Liberty to meet the challenges of decreasing enrollments.

3. Other Activities and Accomplishments

- President Borchers met with alumni and donors in Charleston, WV and Columbus, OH in February and March.
- President Borchers recently attended the Higher Learning Commission annual conference in Chicago April 5-7.
- RISE (Re-shaping Impact for Students and Employers) continues to meet. Our next meeting is Friday, April 25 from 8:30-10:00 at Project Best. Topic: Meeting the Skills Gaps for Employers

4. Personnel Items at the Cabinet Level

- None at this time

5. Action Items

- Tuition and Fee proposal
- High level revenue budget
- Program Reviews
- Presidential Evaluation
-

6. Discussion Items for Board meeting

Respectfully submitted by: Tim Borchers, President

**Academic Affairs Report to Board of Governors
April 16, 2025**

1. Program Review

Five-year Program Reviews have been completed by the Program Review Assessment Committee and reviewed by the Program Review Taskforce.

Recommendations from the committee are included in the report. The report summary has been distributed via email as an attachment to all board members. Additionally, both the summary and the complete report (156 pages) have been uploaded to the BOG Team site.

2. Learning Management System

The WLU Center for Teaching, Learning, and Online Education will implement the new learning management system, Canvas, in the fall of 2025; a campus-wide training session is scheduled for April 17.

3. Accreditation

HLC Annual Institutional Update was submitted on April 3.
Physician Assistant Program was granted Accreditation – Continued
Next review 2035

Action Items:

- Program Review Report to be submitted to the HEPC

Respectfully submitted by: Cathy Monteroso, Provost & VP for Academic Affairs

**Student Affairs & Enrollment Management Report to Board of Governors
April 16, 2025**

1. Enrollment – Fall 2025
 - a. Headcount 605 – UG and GR returning students.
 - i. Registration began on March 31, 2025.
2. Fall 2025 - Applications
 - i. We have 158 new students registered for Summer Orientation.
 - ii. We have 208 students registered for Housing for Fall 2025.
 - iii. Applications and Accepts for Undergraduate and Graduate are still down across the board. We are still pushing application completion, orientation registration and housing applications through communication plans and outreach.
3. Marketing and Strategic Enrollment Management Plan Updates
 - a. RFP – Student Search
 - i. We are in the process of collecting responses for a new vendor for student search and enrollment marketing. The successful vendor will use audience identification solutions (list buy consultation) to build a multi-year (3), multi-class recruitment strategy by generating and engaging prospective students. Engage students and their parents at every stage of their nonlinear decision journey and throughout the enrollment cycle by delivering behavior-based marketing campaigns across traditional, digital, and emerging channels to drive inquiries. The vendor will develop campaigns and targeted lists to immediately drive applications and maximize submission activity.
 - b. CAS Applications
 - i. Admissions had a discovery call with Liaison about our CAS applications to understand the student experience, recruiting opportunities, application rollover timeline and expectations. We learned that they will help us update and streamline our applications to try to help us increase our numbers. Their Health Sciences expert offered to meet and talk through the CASPA and CSDCAS before launch for this upcoming cycle – as she noticed a few suggestions with just a quick glance. Our team is scheduled to meet with her soon. We will also be reaching out to their strategic partner to talk recruitment opportunities as well as tactics for Business recruitment and projections.
4. Student Affairs
 - a. CIRT
 - i. We are currently in the process of overhauling our critical incident response team. We are updating our team, responsibilities, response, communication, and enhancing our training efforts due to staffing turnover and needed efforts.
 - b. BetterMynd
 - i. We have 253 registered students that have used 188 sessions over the last year with a 9.67 Platform rating and 10.00 Counselor rating.
 - c. Spring Week
 - i. Inflatables, outdoor dinner, a movie and a Spring Fling dance at the end of the week on the quad.
5. Staffing
 - a. Professional Development
 - i. Several staff members attended an Enrollment Summit hosted by HEPC in Charleston.
 - b. Vacant Positions
 - i. Two Area Coordinators

Respectfully submitted by: Katie Cooper, Vice President of Student Affairs and Enrollment Management

**IT and Physical Plant Report to Board of Governors
April 16, 2025**

I. Update on the KEY focus Areas

- **Campus Facility Plan**
 - Work Underway to Comply with HEPC-Series-12
 - Evaluation of Campus Master Plan - Complete
 - Campus Input Meetings Scheduled
 - Final Report Preparation Underway

II. WLU Data Security and Access Project

- Data Security Plan Established
- User Access Processes / Workflow in Development
- **IT Governance**
 - Data Security Plan
 - Written and Reviewed
 - Implementation In Progress
- **Email Policy**
 - Draft in IT Review
 - Submission in Fall 2025
- **FY26 Budget Preparation in Progress**

III. Other Matters of Focus

- **State Funded Deferred Maintenance Projects**
 - State has approved \$11.5 million for WLU
 - Fine Arts Roof (small section) Needs funded. Negotiating with AT&T.
 - HVAC Remediation
 - Bids Have Been Awarded
 - Equipment ordered
 - Buildings Improved:
 - ASRC
 - Fine Arts / Media Arts
 - Student Union
 - Blatnik
 - Control Systems – Several Buildings
 - Schedule is released. Evaluating Summer Program Conflicts - Complete
 - Doors and Windows
 - Awarded \$1M.
 - Bid Awarded.
 - Materials Ordered.
 - Installation work to begin following graduation
- **Aviation Program**
 - Gary West Aviation Center
 - Design Work in Progress
 - Construction scheduled for Summer
 - Simulators Ordered – 8 – 10-month lead time
 - Small Simulator Installed at the Ohio County Airport
 - Immersive Simulator (Main Hall) due in September
- **Aquatic Conservation Center- New Facility**
 - On the site of the West Events Center
 - **Substantial Completion Achieved.**
 - Internal Lab / Aquarium Equipment Installation Commencing
 - Opening Fall 2025

Respectfully submitted by: Joe Rodella, Chief Information Officer/Chief Operations Officer

Athletics Report to Board of Governors
April 16, 2025

Athletic Updates:

- Softball is currently 2nd in the MEC North with a 11-5 MEC record.
- Baseball is currently 4 games out of first in the MEC North, with their 16-17 record (8-8 MEC) already surpassing their win total from all of last season.
- WLU hosted the annual Tim Weaver Invitational. Hosting 28 teams. No team scores were calculated, just individual events. WLU SAs placed 1st in 8 events. Kyara set the school record in the long jump with a distance of 6.13 meters which is 3rd best in the country currently.
- Acrobatics and Tumbling qualified for 7 events for the upcoming MEC tournament.
- Both Tennis teams have begun their spring seasons and showing improvement every week since returning to the WLU rosters. The women's team is currently 5-4 while the men's team is 1-7. Evelina Martirosyan was named MEC Women's Tennis Player of the Week and is currently 9-0.
- Men's Basketball finished up with another remarkable 30 win season, hosted the Atlantic Regional Championship, and made it to the Elite 8. Finley Woodward was named Academic All District and 2nd Team All-MEC. Tyler D'Augustino was named 1st Team All-Region, 1st Team All-MEC, and was the Atlantic Regional Tournament MVP. JJ Harper was named 2nd Team All Region and 1st Team All-MEC. Coach Ben Howlett was named the Atlantic Region and MEC Coach of the Year.
- Women's Basketball student athletes, Halley Smith, Olivia Baker, and Jenna Riccardo were all named Academic All District. Bailee Smith was named 1st Team All-MEC.
- Women's Wrestling student athletes Nila Bland, Halie Green, Isabella Kessey, Grace O'Korn, Jamie Shapton, and Jillian Timberlake all received NCAA Women's Scholar All-American Honors. Skyelar Smith, Grace O'Korn, Jeulenea Khang, Janiya Brogran, and Jamie Shapton all punched their tickets to the National Tournament. In their inaugural season, they finished with a 9-3 record.
- Men's Wrestling student athletes Ty McGeary, Khyvon Grace, and James Armstrong Jr. all qualified for the NCAA National Tournament. James Armstrong was named MEC Freshman of the Year. WLU has had the MEC Freshman of the year 4 of the past 5 years. Ty Mcgeary continued his dominance with his 3rd consecutive National Championship finishing his season with a 30-1 record. Ty McGeary was named MEC Wrestler for the 3rd year in a row (MEC Record). This is the 5th year in a row WLU has had the MEC Wrestler of the Year. Khyvon was national runner-up with a hard fought battle in the finals. The team finished their season ranked #10 Nationally. Academically, the team finished 15th in the Country with their 3.339 GPA and 9 individuals earned Academic All-American.
- Men's Indoor Track Athlete, Hunter Patterson earned All-American Status by finishing 7th in the 60M dash at the Indoor Track National Tournament.
- The 2nd Annual Wespy Awards is scheduled for April 24th at 6:00pm. Gold Carpet Event, added more awards, and a 360 photo booth. The event will be streamed.
- WIC (Women in Coaching) surveyed head coaches, and met with student athlete leaders to promote leadership skills and offer resources.
- Finn Woodward mom surprise. Will discuss in my presentation.

Respectfully submitted by: Brad Forshey, Athletic Director

**WLU Fiscal Affairs Report to Board of Governors
April 16, 2025**

I. Update of Division/Area

FY25 Budget Status Report through March 2025:

- Revenue
 - Undergraduate tuition & fee revenue expected to meet projection
 - Graduate tuition & fee revenue not expected to meet projection
 - Housing & meal plan revenue not expected to meet projection
 - Appropriation expected to meet projection
 - Other income met projection
- Expenses
 - Closely monitoring expenses through the end of the fiscal year

II. Other Matters of Focus – Approvals Requested

- FY26 Tuition and Fee Schedule
- FY26 Revenue - \$1.9M less than FY25
 - Projections:
 - 90 fewer undergraduate full time equivalent students
 - 1,313 fewer billable hours for graduate programs
 - 162 fewer residential students
 - 173 fewer meal plans
 - Appropriation increase of \$165,000 (HEPC stated increase was to cover employer PEIA increase / no raises)

Respectfully submitted by: Lori Hudson, VP of Fiscal Affairs

**WLU Foundation Report to Board of Governors
April 16, 2025**

I. WLUF FY25 Quarter 3:

- \$3,383,470.96 in fundraising revenue through 4/5/25
- Annual Fund Revenue of \$113,775.69
- Recent grants: \$100,000 from the Raymond A. & Gertrude D. Hyer Foundation for replacement of Blatnik Gymnasium floor; WV Volunteer Day of Service Grant of \$12,850 for Campus Trails Enhancement (grant issued to WLU)

II. Topper Day of Giving – \$309,000

Our 9th Annual Topper Day of giving was our most successful yet, exceeding our goal of \$300,000. Thank you to all who donated and worked so hard to secure funds for their program.

III. Other Matters of Focus

- WLU Foundation BOD meeting and Strategic Planning Session was held on Friday, April 11; Next BOD meeting will be July 18
- Lary Loew Golf Scramble – Friday, June 20, 2025

Respectfully submitted by: Betsy Delk, Executive Director WLUF

West Liberty University Board of Governors
April 16, 2025

FY26 HIGH-LEVEL BUDGET
WEST LIBERTY UNIVERSITY

Action Item

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors approve the Fiscal Year 2026 High-Level Budget as presented.

West Liberty University Board of Governors
April 16, 2025

FY26 TUITION & FEES PACKET

WEST LIBERTY UNIVERSITY

Action Item

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors approve the Fiscal Year 2026 Tuition & Fees Packet as presented.

West Liberty University Board of Governors
April 16, 2025

**PROGRAM REVIEW SUBMISSION TO HEPC
WEST LIBERTY UNIVERSITY**

Action Item

Proposed Resolution: *Resolved*, that the West Liberty University Board of Governors approve submission of the presented program review to the Higher Education Policy Commission.