

**West Liberty University
Board of Governors**

**Minutes
June 5, 2024**

Attendance: David McKinley, Tom Cervone, Rich Lucas, Richard Carter, Lou Karas, Robert Kreisberg, Katie Kacmarik, Erikka Storch, Jenna Maguire

Unable to Attend: Jamie Evick, Mike Baker

Administration/Faculty/Staff/Guests: Tim Borchers, Brad Forshey, Katie Cooper, Cathy Monteroso, Lori Hudson, Joe Rodella, Betsy Delk, Stephanie North, Sherri Theaker, Karen Kettler, Melissa Carroll

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

Chair McKinley called the meeting to order at 4:03 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 March 27, 2024*

On motion by Rich Lucas and seconded by Richard Carter, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the full Board of March 27, 2024.

VI. Oath of Office-Swearing in New Board Members

A. Chair McKinley introduced two new board members, Erikka Storch and Katie Kacmarik. The Oath of Office and Swearing in was completed.

VII. President's Report

A. President Borchers gave a Strategic Planning update. The process is wrapping up and the new strategic plan will be printed soon and shared. A complete version of the report will include metrics, data, and initiatives. There will also be a shorter version to be used in promotional materials and on the website.

President Borchers reviewed some of the initiatives for the upcoming year: We're hoping to get more online and non-traditional students, looking at micro-credentials, implementing a sustainability learning community, launching retention software, creating an inventory of software subscriptions, launching data software, looking to find efficiencies in our operations, creating an AI task force, developing a response to the Great Colleges to Work For survey, developing and launching an employee leadership program, and website updates.

Ohio Valley Workforce Collective-group where higher education institutions, K-12 institutions, and business leaders are all involved. This group hopes to help high school students find pathways through college to a career here locally.

President Borchers shared that in the back inside cover of the In-Wheeling magazine is a new ad that we created for our Graduate Programs using the Aspire campaign. An Aviation brochure was also created.

President Borchers welcomed Cathy Monteroso and Brad Forshey officially on board since the completion of the Provost and Athletic Director searches.

VIII. Board Reports

A. Academic Affairs (Monteroso)

Aviation update-Cathy Monteroso shared that HLC approved the Aviation program on May 3rd. On June 1st an Aviation Day was held and Marshall was present at the event. We currently have 8 applicants to the program and 30 or more that have shown interest. Our goal is to enroll 20 students in the first year.

Faculty Professional Activity Report-Dr. Monteroso noted that faculty complete an annual report and she compiled all of their work in the report. All grants received, work in the community, honors, awards, editorials, etc. Faculty promotions and retirees are also included in the report. Dr. Gall, Dr. Turrentine, and Dr. Faykus all retired after the Spring semester.

Fall 2024 Commencement Speaker-Todd Cover is our candidate for speaker. He is a graduate from the College of Business and a great supporter of WLU.

Program Review-A 5-year program review was submitted to the HEPC in May, cost of delivery and external demand were also reviewed. Dr. Monteroso noted that since Fall 2019 there has been a decline nationwide in first-year students. CLA was the group that helped the committee pull all of the information together and contribution margins were reviewed. A 30% benchmark was used for the contribution margin.

B. Graduate Studies Presentation (Theaker)

Sherri Theaker reviewed billable hours and highlighted important points in her Graduate Studies Report. The second cohort of the Doctorate program has started and there are 13 students enrolled. She noted that we only have about 20% of undergraduate graduates that move on to Graduate Studies here at WLU. Sherri wants to see this percentage near 50%.

Sherri mentioned that we don't offer any scholarships for Graduate students, only loans or Graduate Assistant positions. She has created a list of outside scholarship options to share with graduate students.

A Graduate Studies Honors Convocation was held for the first time on April 17th. Graduate students were very appreciative of the event and Dr. Howard Shackelford was their guest speaker.

Sherri reviewed the process of attending recruiting events and conferences.

C. Student Affairs/Enrollment (Cooper)

Katie Cooper gave an enrollment update. She noted that we're trending up in applications and accepts. We're also up 20% in our orientation registration. 57 new students were on campus today for our first orientation. The overall headcount for Fall 2024 is 1,560. FTE is 1,288 and we budgeted on 1,447.

VisionPoint-Katie shared that we're outperforming national norms and we're even getting hits from 13-17 year olds. We will be working with VisionPoint to optimize ads.

SEM Plan-Katie provided an update and shared that 4 themes have been identified: Community Engagement and Partnership, Online, Non-Traditional, Adult, and Lifelong

Learning. We'll also be looking at student support to lead to success at graduation. Communication and Retention need to begin before students even arrive on campus.

Opportunities from the State-Katie shared that students who are eligible for the WV State Grant will receive more funds. The grant doubled from \$3,400 to \$6,800. An Emergency WV State Grant of up to \$2,000 per year and we received \$322,000 for this. We're looking to see if we can use this to try to reduce some of our waivers. We can also pay a past due balance of up to \$2,000 in the 2024-2025 year. This could help students who are unable to register due to a small remaining balance.

Student Affairs-Katie shared that theater productions are already planned for next year and are posted on our website. The Enrollment and Student Services area completed their yearly Gender Sensitivity Training. Katie also noted that an Active Shooter Drill is taking place on campus tomorrow afternoon.

D. Physical Plant/IT (Rodella)

Joe Rodella provided an update on IT Services and several projects that are in process. He noted that we've received a low-risk cyber security rating for the third consecutive year. New entertainment and wireless were added to our dorms and we're trying to expand this to the Topper Village housing.

Data Integration Committee-This committee was started this year intending to give us better data in the right places.

Migration of cloud instance to new provider due to influences in the market. This was completed with no disruption.

The IT Department participated in a shadowing program with the College of Business. This was arranged by Dr. Jesse.

Physical Plant-Joe provided an update on capital projects and major initiatives. He noted that the AACCC will be ready for student use in time for Spring 2025.

Roofing projects are still moving along.

We seem to be ahead of the state in terms of being ready for campus carry.

Colonial Heights received some necessary updates.

A new ticket system was put in place and in the first year over 8,000 requests were handled.

A Campus Planning Committee was created to provide an update to the current campus master plan.

E. Athletics (Forshey)

Brad Forshey shared many athletic updates. He noted that for the 12th consecutive semester, the athletic GPA was 3.0 or higher. 85 students had a 4.0 and 262 had a 3.0 or higher.

Brad touched on recruiting and how important the student experience is. Due to NCAA transfer rules, it's very easy for athletes to transfer out of WLU. Our best recruiters are our students. Events like the WESPY's will help to keep students here. 17 awards were given out that evening and the student-athletes truly enjoyed themselves.

Reese Burnside was awarded the 50th Anniversary NCAA Scholarship. Only 46 students receive this nationwide.

WeCoach-Is an organization for retaining women coaches and making them better leaders. All of our female coaches are members and a Women in Coaching Roundtable will take place this year on campus.

F. Fiscal Affairs (Hudson)

Lori Hudson gave an overview of the FY24 Budget Status Report. This report was reviewed in detail with the Finance Committee.

Request for approval of the FY25 budget: Lori noted that we're looking at a budget of \$46.2M. We're proposing 1,447 undergraduate students, 6,597 billable hours for graduate tuition, 990 residential students, and 1,045 meal plans.

The Governor added \$416K to our appropriation and we plan to use this to give each 1.0 benefit-eligible employee \$1K and reduce based on lower FTEs. This amount equates to a base amount of \$258,380. With the remainder, we're taking steps to address equity issues among faculty and staff.

On May 20th Senate Bill 1007 passed. This will provide a one-time emergency financial aid of \$729, 836. This is a one-time amount given to use due to surplus that was given to HEPC to allocate. We cannot use these funds for new construction projects or new program creation. We are going to gather feedback to figure out the best use for these funds.

G. Foundation (Delk)

Betsy Delk provided an update on FY24 revenue. She noted that revenue through the end of May is about \$1.7M which is about 14% ahead of where we were last year, but down about 12% the year before. The Day of Giving goal was surpassed.

Upcoming Events:

Larry Loew Golf Scramble, 6/21/2024

WLUF Quarterly Board Meeting, 7/19/2024

President's Recognition Banquet, 10/18/2024

H. Faculty Representative (Kreisberg)

Robert Kreisberg shared that he attended the Aviation Day Event, and it was great and well attended.

I. SGA Representative (Maguire)

Jenna Maguire shared that the SGA. 3 SGA members attended the WV Student Leadership Conference hosted by HEPC. This was a chance to connect with other student governments.

The Spring Fling and Senior Toast were both well attended. Homecoming planning is underway.

Faculty and Staff of the Year recognitions were awarded to Carol Zombotti, Camille Irvin, and Clair Williams.

J. Staff Representative (Karas)

Lou Karas shared that the Employee Engagement Committee recognized Loren Mort in April and Phil Kent in May. This will continue throughout the summer.

Lou noted that Marcella Snyder is our representative to the WV Advisory Council of Classified Employees. She shared that recent meetings have had discussions around concealed carry concerns from staff perspective. Job descriptions and salaries are also being reviewed. Lou added that Becky Meacham shared that the Behavioral Health Clinic has been awarded a 60K grant to award stipends to graduate students working in the clinic.

IX. Board Items for Approval*

A. IT Annual Report

On motion by Robert Kreisberg and seconded by Rich Lucas, it was unanimously adopted by the West Liberty University Board of Governors to approve the IT Annual Report as presented.

B. Strategic Plan

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 5-Year Strategic Plan as presented.

C. Policy 56: Deadly Weapons

On motion by Robert Kreisberg and seconded by Rich Lucas, it was unanimously adopted by the West Liberty University Board of Governors to approve the revised Policy 56: Deadly Weapons as presented.

D. Capital Projects Report

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 Capital Projects Report as presented for submission to WVHEPC.

E. 2024-25 Board of Governors Meeting Schedule

President Borchers noted that we switched the dates of the Finance and Governance Committees. He also requested an amendment to propose a 2:00 Special Meeting/Orientation before the regularly scheduled Full Board meeting on August 14th.

On motion by Richard Carter and seconded by Katie Kacmarik, it was unanimously adopted by the West Liberty University Board of Governors to approve the 2024-25 Board of Governors Meeting Schedule as amended.

F. December 2024 Commencement Speaker and Honorary Degree

On a motion by Rich Lucas and seconded by Tom Cervone, 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 Todd Cover at its December 14, 2024, Commencement ceremony.

G. Subcommittee Membership

President Borchers requested a vote to approve the Executive Committee-Chair, Vice-Chair, and Secretary. Katie Kacmarik and Erikka Storch will need to be added to a subcommittee. We will also need to select a new chair of the Governance Committee.

Richard Carter moved that David McKinley remain chair, Mike Baker remain vice-chair, Tom Cervone remain secretary on the Executive Committee and serve as the officers of the institution.

On motion by Richard Carter and seconded by Robert Kreisberg, it was unanimously adopted by the West Liberty University Board of Governors to approve the subcommittee membership as discussed.

H. Center for Teaching, Learning, and Online Education

On motion by Robert Kreisberg and seconded by Lou Karas, it was unanimously adopted by the West Liberty University Board of Governors to approve the renaming of the Office of eLearning to The Center for Teaching, Learning, and Online Education as presented.

I. FY25 Budget

President Borchers requested that the capital budget is included in the approval. President Borchers added that HEPC will want verification from the BOG Chair that we've discussed the way the additional salary funds will be disbursed. He would like the resolution to reflect the budget, capital budget, and discussion of the methodology used to distribute pay increases.

On motion by Rich Lucas and seconded by Richard Carter, it was unanimously adopted by the West Liberty University Board of Governors to approve the Fiscal Year 2025 Budget, Capital Budget, and Pay Increase Methodology as presented.

X. Discussion Items

A. Board of Governors Self-Evaluation Report

David McKinley shared that much improvement was made since the last evaluation. At the August 14th Orientation Meeting this report will be reviewed in more detail.

XI. Information Gathering

None.

XII. Adjournment

On motion by Richard Carter & seconded by Robert Kreisberg, the meeting adjourned at 5:56 p.m.

David McKinley _____
Chair

Tom Cervone _____
Secretary

Minutes submitted by: Cyndi Galloway