

**West Liberty University
Board of Governors**

**Minutes
August 14, 2024**

Attendance: Rich Lucas, Mike Baker, Katie Kacmarik, Lou Karas, Robert Kreisberg, Erika Storch, Jenna Maguire, Stephanie Shaw, Jamie Evick

Unable to Attend: David McKinley, Tom Cervone, Will Turani

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

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

Mike Baker called the meeting to order at 4:02 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 June 5, 2024*

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 minutes of the full Board of June 5, 2024.

VI. President's Report

A. President Borchers gave a Strategic Planning update. The process has wrapped up and a printed version will be shared throughout campus. He spoke briefly on some of the strategic initiatives and noted that a University Planning Committee will be formed to monitor the plan and work on future initiatives.

Dr. Borchers shared that Russ Brown started with us in June as our new Marketing and Communications Coordinator. We have an RFP out for a website re-design and will be accepting bids on that.

We're looking to expand our online programs starting with General Business.

An AI Task Force will be created this year and will look at how we can create a curriculum to teach students the skills that they'll need for AI.

The Great Colleges Survey results are in and will be shared with the campus community next week and will be shared with BOG at the next meeting.

The Leadership Program will be launching in September and includes 12 faculty and staff members. The group will meet once per month.

Workforce Collective-Goal is to help high school students see a pathway to a 4-year or 2-year institution and trying to fill gaps between educational institutions and employers in

the Ohio Valley. 5 Higher Education Institutions and 3 High Schools have been involved in this initiative.

VII. Board Reports

A. Academic Affairs (Monteroso)

Cathy Monteroso shared that a New Faculty Orientation was held on Monday and Tuesday this week. The Orientation included 9 new faculty members and faculty that started in January. These sessions were very productive.

Program Review-A BOG member will be appointed today.

Aviation-FAA visited on July 31st and we're still awaiting the official paperwork for site approval. No issues were found, though. Fall enrollment is at 11. The classroom is complete at the airport. August 24th is the airshow and you can check out the new classroom space at that time.

Micro-Credentials-The state is supporting micro-credentials, and a state-wide summit will be held October 9-11.

Dual Enrollment-Healthcare and Business have been added to our pathways in hopes of attracting more students. The state pays for the students to go through these programs.

Retention-Retention is a goal for this year. We want to work on supporting our students with the tools that they need to be successful. Retention tools and software will also support our faculty with successfully advising students.

B. Student Affairs/Enrollment (Cooper)

Katie Cooper gave a Fall 2024 enrollment update as of August 14th. The total headcount is currently 1,863. This does not include any dual-enrolled students. The total Undergraduate FTE is 1,495 and we budgeted off of 1,447.

Graduate-We're starting to close the gap on hours. Grad has multiple start dates throughout the year.

Katie shared that we already have 135 applications for Fall 2025 that are already being processed and 6 of these are Aviation.

Marketing/Planning-We discussed an end-of-year report with VisionPoint. There are no advertisements running right now and we're making sure that media buys are strategic. We've learned a lot from Vision Point this year. Russ will be creating our ads to save money and VisionPoint will serve the ads in order to save money on the creative side.

Financial Aid Optimization-EAB will be on campus on September 16th to report on what our optimization looks like. We're trying to see where we're over or underspending. We're also trying to be strategic with our scholarship awarding.

TopperFest will be held during the first 2 weeks of school. This is a great opportunity to engage students early and connect them to campus. A Campus Safety Series will also run throughout the Fall semester. Katie will add these schedules to the BOG Team.

C. Physical Plant/IT (Rodella)

Joe Rodella provided an update on IT Services and several projects that are in process.

We're making significant progress on the AACC. We expect to have the building finished by October and ready for classes in the Spring 2025. Dr. Loughman is working on revenue contracts.

An Active Shooter Drill was held on campus in June. This gave us a good understanding of improvements that could be made and was a good learning experience.

Aviation classroom technology was completed along with technology updates in the Business classrooms.

Breezeway concrete was updated to brushed concrete due to safety concerns.

Krise Hall Hot Water system was updated, and a computer refresh was completed in the library.

Hughes Hall facade needs to be replaced on one section of the building and bidding is in process. We hope to have the building completely operational by the end of the Fall semester.

Work is finishing up on the Krise Hall roof and are in the final stages of the ASRC roof. The Myers Maintenance Building roof has also been replaced.

HVAC renovation is complete in the Library.

We requested to expand the scope for our state grate to replace the ASRC and Fine Arts HVAC systems. We'll now be able to create better environments in the ASRC, Student Union, Boyd, Bonar, Curtis, and Fine Arts. New control systems will also be completed to help contain energy costs and we're now in the award/contract phase. We hope to begin work in the Spring of 2025.

D. Athletics (Forshey)

Brad Forshey shared that Volleyball earned their 10th straight AVCA Team Academic Award. This marks the sixth time in the past seven years that WLU has earned the AVCA Academic Honor Roll. WLU was one of two teams in the state to receive this recognition.

Women's Basketball ranked 12th in the WBCA Academic Honor Roll Top 25.

Men's Basketball received the NABC Team Academic Excellence Award. West Liberty is one of just two intercollegiate men's basketball programs within the state of West Virginia to receive this award.

The Athletics Women's Empowerment Group is now named Women in Coaching (WIC). WIC aspires to provide an opportunity to grow, support, and connect women in the field of coaching and athletic administration as well as mentoring female GAs and student-athletes into their career goals while collaborating with WLU staff/faculty/administrators and beyond. Women in Coaching continues to grow by scheduling guest speakers for the group encompassing WLU, MEC, BOG, and outside guests.

Inside Hilltopper Athletics has been revamped and the newest podcast began on August 12th. The new format includes segments by head coaches from all sports. The seasonal kickoff episodes will be filmed off-campus at local venues and will allow coaches to preview their seasons. After the kickoff episode, the weekly podcast will be filmed on campus. The most recent fall sports kickoff episode was filmed at Generations in Wheeling.

We nominated two student-athletes for the NCAA Student Leadership Forum and the MEC accepted both nominees. Zach Rycroft from soccer and Kayla Mancuso from softball will travel to NC in November 21-24.

E. Fiscal Affairs (Hudson)

Lori Hudson shared that the Finance Committee met on August 1st and reviewed the end-of-year in detail. Lori gave an overview of the FY24 Budget Status Report as of the end of June.

She noted that the report shows a budget surplus of \$165K. This is actually \$65K due to HEPC failing to take one of our loan payments totaling \$100K.

Lori discussed tuition-related revenue and noted that we ended the year in a good position mostly due to accepting the AB Cohort and not budgeting for the EDD Program. There was a surplus here that helped to offset losses in Undergraduate Tuition and Housing/Meals. Waivers also came in under and this gives us more net tuition that can be spent.

Lori noted that she budgeted \$400K for Royalty income and it actually came in at \$849K for the year. Investment earnings were budgeted at \$215K and came in at \$623K.

Expenses were discussed and Lori noted that most categories were on target. We were under in personnel services and fringe benefits due to the loss of some employees. Utilities went slightly over budget due to electricity and cable/internet.

Lori shared that we were able to complete many projects with our operating budget:

- Roofs, siding, and columns President's house
- Library HVAC
- Media Arts roof
- Water heaters in Campbell Hall
- Road paving
- Two side-by-side vehicles were purchased for campus use
- Water line replacement project

While these expenses are included in the budget, they'll be removed because we can capitalize them as assets.

Lori also reviewed our Cash Position at June 30th. This is money that we have available in cash at the state. The state cash total at June 30th was \$11.3M with \$350K in local accounts, so our total state cash was \$11.6M. Of the \$11.6M, we do have restrictions placed on the total. The Debt Fund, State/Local/Private Grant Funds, Federal Grants, FWS Funds, Perkins Loans, Nursing Loans, and Student Disbursement Accounts. After these items are considered, unrestricted is about \$3.9M and Lori is projecting this would be about 85-90 days cash on hand—this will be confirmed after the audit is complete.

F. Foundation (Delk)

Betsy Delk provided an update on FY24 revenue. She noted that revenue is about \$2M which is ahead of where we were last year, but down from the year before.

The Annual Fund is unrestricted funds and we received \$163K which is a decrease in this area compared to last year. Day of Giving total was up from last and we exceeded the goal of \$280K. The Hilltopper Athletic Club goal also surpassed the goal of \$80K.

Betsy shared a disbursement report for FY24 which shows support to the University from the Foundation. Total support was about \$1.6M. 38% of this was in scholarships and capital improvements were about 18% of the support. Betsy noted that page two of the report shows more details about things done on campus with Foundation funds.

The WLU Foundation welcomed two new Board Members in July: Dr. Ken Britt, COO/Chancellor at Marian University, and Brian Huggins, Health Officer in Monongalia County—both are WLU Alumni.

Betsy announced some new scholarships:

- Bravo Zulu Veterans Scholarship-we're starting the process of endowing this scholarship. Donation by Denise Penz.
- Amy Northwood Hamilton Nursing Scholarship-this is an endowed scholarship for students who have a bachelor's but would like to return to school to get their nursing degree. The BA/BS to BSN Program is accelerated and students don't typically have time to work while taking classes. This was donated by David and Mary McKinley.

In September, Betsy will be traveling to Washington, DC to attend EAB's Advancement Roundtable. She'll meet with donors and alumni from the area while there.

The Foundation audit is currently taking place.

Campus Fund Manager Training sessions are set for mid-September.

The Annual Fund Drive takes place in the Fall.

The Foundation's next quarterly board meeting will take place on October 18th.

The Wall of Honor Ceremony is being rejoined with the Recognition Dinner and will be held on October 18th. The Wall of Honor and Foundation Impact of Philanthropy will be noticed that night at the "President's Recognition Dinner".

G. Faculty Representative (Kreisberg)

Robert touched on equipment updates and the appearance of facilities. He noted that appearance is important to prospective students. Robert shared some faculty shout outs which include:

- Sarah Schimmel, Hilary Bougher-Muckian, and Roald Hulewicz published a book titled "Understanding Intellectual Disabilities Historical Perspectives, Current Practices, and Future Direction".
- Susan Ridley published a book titled "Expressive Use of Masks Across Cultures and Expressive Arts".
- Diana Barber and Joe Greathouse (Oglebay Zoo) secured a \$250K grant over 3 years. \$150K of this will directly benefit WLU students.
- Deanna Schmitt was awarded a major WVINBRE grant totaling \$250K over two years.
- Stuart Cantlay was awarded a major WVINBRE grant totaling \$250K over two years.
- Holly Racine was awarded a FRDA grant through WVINBRE totaling \$50K for one year.
- Deanna and Holly also received 250K for improvements in Arnett Hall. Update labs and classrooms to make them research teaching facilities.
- Jeff Grubbs was chosen as 1 of 24 art educators to attend the National Education School of Arts in AR in June. Mentoring future leaders of Art.

H. SGA Representative (Maguire)

Jenna Maguire highlighted some events that will take place during TopperFest. Events will include an outdoor picnic, stand-up comedian, tie-dye, build a topper bear, Resource and Organization Fair, and Confection Connection with the President.

New students start moving in next Friday and SGA & other organizations will help them with moving in.

SGA Meetings will kick off on September 3rd at 9:00 PM in the Student Union. There are currently 7 senator spots open for incoming students. Jenna hopes to have more interactive and informative presentations at their SGA meetings. If anyone from Cabinet

would want to attend a meeting or create a video to be presented, that would be welcomed.

Some goals for this year will be to empower students through student success and to be more efficient in student government by being proactive and providing more opportunities.

I. Staff Representative (Karas)

Lou Karas shared that the Employee Engagement Committee recently announced that Michelle Heath, Custodial Supervisor, and her staff, were named July Employee of the Month. Lou shared nomination notes that were mentioned about Michelle and staff.

Staff Council announced that Chris Smith from custodial staff won the \$500 Hine Award. This award is drawn randomly with certain staff stipulations.

Staff Council scholarship for employees was awarded this week. This is anonymous for now until everyone has been notified.

Andrew Lewis will be representing Group 1 on the Staff Council.

VIII. Board Items for Approval*

A. Notice of Intent, Policies 1, 2, 9

On motion by Rich Lucas and seconded by Jenna Maguire, it was unanimously adopted by the West Liberty University Board of Governors to approve the Notice of Intent for Policies 1, 2, and 9 as presented.

B. Notice of Intent, Policy 4

On motion by Robert Kreisberg and seconded by Katie Kacmarik, it was unanimously adopted by the West Liberty University Board of Governors to approve the Notice of Intent for Policy 4 as presented.

C. Notice of Intent, Policy 5

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 Notice of Intent for Policy 5 as presented.

D. Sub-Committee Membership

Sub-committee membership was discussed in the Executive Committee Meeting and Jacob Manning clarified that our by-laws don't require BOG to approve the sub-committee membership. Sub-committee chairs are able to appoint the members.

This item was tabled with the plan of sub-committee chairs appointing members at the next sub-committee meetings.

E. Appoint Governance Committee Chair

Erikka Storch volunteered to chair the Governance Committee.

On motion by Robert Kreisberg and seconded by Jenna Maguire, it was unanimously adopted by the West Liberty University Board of Governors to approve Erikka Storch as Chair of the Governance Committee.

F. BOG Representation on Program Review Committee

Tom Cervone volunteered to represent the BOG on the Program Review Committee.

On a motion by Robert Kreisberg and seconded by Katie Kacmarik, it was unanimously adopted by the West Liberty University Board of Governors to approve Tom Cervone to represent the BOG on the Program Review Committee.

IX. Discussion Items

President Borchers shared that we'll begin utilizing Microsoft Teams to share documents. All agendas and meeting attachments will be added to the BOG Team Drive.

X. Information Gathering

None.

XI. Adjournment

On motion by Robert Kreisberg & seconded by Katie Kacmarik, the meeting adjourned at 5:07 p.m.

David McKinley _____
Chair

Tom Cervone _____
Secretary

Minutes submitted by: Cyndi Galloway