

Minutes
WEST LIBERTY STATE COLLEGE
BOARD OF GOVERNORS
Wednesday, April 25, 2007

ATTENDANCE:

Board Members: Clyde Campbell, Al de Jaager, John Moore, Don Nickerson, Greg Stewart, Aaron Wilkinson

Unable to Attend: Mary Blair, Lynne Exley, Dan Greathouse, Roseanna Keller, Larry Miller, Bernie Twigg

Administration/Faculty/Staff: J. D. Carpenter, Matthew Cottle, John L. Davis, Patrick Henry, Donna Lukich, John McCullough, Jim Watson, Ron Witt, Andy Cook, Dan Joseph, Jeff Turner, Rosey Miller, Chris Lee, Theresa Gretchen, Jean Bailey, Elizabeth Reinhardt, Calli Ryan, Jim Compston, Tammi Secrist

1. **Call to Order:**

Mr. Moore called the meeting to order at 5:30 p.m. Since there was not a quorum of the Board, action items cannot be voted on.

Mr. Moore gave a brief background on West Liberty State College and the previous off-campus site, and now the Warwood Center site and the various facilities housed in the building. A tour of the Warwood Center was held prior to the meeting and encompassed the entire facility, including the science center and the day car center. It is important that we came out to see this building. Mr. Moore would like to appoint a subcommittee to review this building and come back to the Board with a report and any recommendations on what needs to be done, the priorities, and any other thoughts the committee would have. Don Nickerson will serve as Chair, Dr. Campbell as a second Board member, and Jeff Turner and Larry Williams will participate on the committee, with any other individuals that the Chair would deem necessary and appropriate. Mr. Nickerson and Dr. Campbell accepted this appointment.

2. **President's Report:**

Dr. McCullough thanked Jeff Turner for the tour of the Warwood facility and welcomed new members Greg Stewart and Don Nickerson, both former students. These gentlemen will be a productive part of our Board of Governors.

The General Faculty meeting was held this noon to discuss faculty salary increases that will be presented and are to be incorporated in the 2007-08 academic year, for which there is a campus-wide 3% pool for funding. These increases will differ depending on the situation, whether it is a merit increase for faculty or an increase on the Mercer Classified Staff scale. The campus always appreciates the Board's support of these actions. The employees work hard for these increases. This will be the largest average salary increase in the past five years. These increases will go into effect October 1, not July 1. WLSC was the only state institution voting for the July 1 start date. WVU and Marshall both recommended October 1. This may be the start of "salary years" in WV public education being October 1 to September 30. By this time of the year, certain enrollment figures are available. Without these figures, WVU and Marshall, with many government contracts and grants, do not have finalized data in July. They may not know until September if federally funded positions will be absorbed, which is one reason behind the October 1 date. Our contracts and appointments will be issued with statements in them referencing an effective date of October 1, 2007 for general salary increases.

Mike Turrentine, Assistant Professor of Business Law, was elected as the next faculty representative to the Board of Governors, replacing Al de Jaager. Al has done an outstanding job, and we are confident that Mike will carry on in the same manner. Classified Staff elections will be held this Friday, and a replacement will be voted on for Mary Blair.

On Monday a reception was held for four retiring faculty members. These are individuals you may have had in class while attending WLSC. Nick Baker and Arden Welsh, both Associate Professors of Mathematics, Sally Coyne, Professor of English, and Doug Miller, Associate Professor of CIS. These four retirees take with them a total of 132 years combined teaching experience at WLSC. Dr. Lukich will talk about efforts to fill these positions later in the meeting. In approximately an eight year span, back four or four years and forward the same, WLSC will have turned over close to two-thirds of its faculty. This is not a unique situation to just our campus, but also on other campuses. Bringing in new individuals is always a positive, but we also hate to lose the experience of senior members of faculty. These transitions have, however, made for a very positive mix of faculty at WLSC.

The metro rate has been producing early solid numbers which Dr. Carpenter will reference later in the meeting. We continue to promote to full-time students residing in Belmont and Jefferson Counties in Ohio and Washington and Allegheny Counties in Pennsylvania. We especially want to increase the representation on campus from Washington and Allegheny County. We are aggressively promoting and marketing this \$2,000 annual discount, making WLSC more accessible and affordable to these students.

Dr. Carpenter will be reporting on enrollment numbers, but total headcount enrollment is the single universal benchmark nationwide for institutions, not just those in West Virginia. We had approximately a \$600,000 increase in additional tuition from a year ago. Everyone at the College has been involved in this enrollment increase. From in-state, out-of-state, full-time, and part-time students, the increase produced this extra tuition income.

The HLC/NCA accreditation process continues and Dr. Lukich will have information on this later. The team just came back from a conference in Chicago. The visitation is scheduled for the last week in November with a great deal of work yet to be done on the self-study. Everyone knows the importance of our accreditation to the College and a lot of work is continuing to be done.

Our marketing efforts continue in all aspects of the media -- television, radio, news print, direct flyers, and e-mail, and will continue. This multi-faceted approach promotes WLSC's quality and enhancements.

Next Wednesday is our flag pole dedication. This will not only be for the new pole, but for a new West Liberty State College flag that has been developed. Jeff Turner and David Javersak have been involved on this project, and the campus now has a very nice center piece for the quad. The dedication is at noon, and it would be great to see the Board members there if you can make it to campus.

Commencement will be held May 12th at 11:00 a.m. in the ASRC. This is a showcase event for WLSC. Approximately 2,500 individuals will be attending this event, and what a beautiful arena we have to showcase it in. Jim Watson and his staff do a great job with the set-up and upkeep to this key component of our campus, but we must continue to provide adequate resources to effectively maintain the ASRC.

Tomorrow Governor Manchin is going to be in Wheeling. This meeting came about on very short notice, and Dr. Carpenter will represent the campus on safety issues dealing with public school systems in the wake of the Virginia Tech tragedy. West Liberty sent condolences to President Steger and the students, families, and loved ones at Virginia Tech are in our thoughts. We do have an emergency response plan in place, and it will be updated. This plan was developed after 9/11. We do try to be vigilant, as all campuses do, but you do not anticipate this type of event. There is heightened awareness on college campuses across the country.

3. **HEPC and Legislative Update (www.hepc.wvnet.edu):**

Dr. McCullough will be in Charleston tomorrow for a meeting with the HEPC. Much of the meeting will be regarding tuition and fees. The past legislative session was relatively calm for higher education. Changes in the grievance procedure did pass, along with other areas that do not have a major impact on us. As far as a final summation of the 2007 legislative session, overall it's been positive. Work is being done to update the statewide master plan for public higher education, the taskforce on which Dr. McCullough is serving. Other FY '08 budgetary matters will also be presented at the meeting tomorrow.

Mr. Wilkinson noted that Student Government also recently held their elections. Dr. McCullough thanked Aaron and Al for their representation of their constituent groups. They had a very positive impact. Jim Compston will join the Board in the fall as the new SGA representative. Jim will provide continued solid representation of the students on campus.

4. **Academic Affairs:**

Dr. Lukich noted that the HLC/NCA work continues as the team works on the accreditation materials. The Nursing accreditation was awarded by CCNE (Commission on Collegiate Nursing Education from AACN) for the maximum five years given for new accredited programs. The Clinical Laboratory Science Program was also approved for the maximum seven years. Dr. McCullough commented that these accreditations are among 30+ academic programs nationally accredited (or meeting national standards), which is very impressive for a school the size of WLSC.

The Curriculum Committee met last week and approved two new minors, those being Entrepreneurship and Athletic Coaching. A new track was also approved in Chemistry for Environmental Science, and the first stand-alone Master of Arts in Education Degree program was approved. Subsequently, Faculty Senate approved the MAEd last week at the April meeting. Mr. Moore noted that West Liberty has participated with other master's programs in the past, but is he correct in that this is the first stand-alone program? Dr. Lukich stated that yes, this is our first stand-alone program, but we have two programs with Marshall and one with WVU. Mr. Wilkinson asked if this is the same masters in education that WVU offers. Dr. Lukich stated that it is not. Mr. Moore asked what the next step is in the process for the master's program. Dr. Lukich stated we are gathering more background information about our visibility for the program. The curriculum is laid out and will be in the materials for the next Board meeting, where we will be asking for approval to pursue the program and submit this information to the HEPC. The estimated timeline, if the process goes the way it should, is to have the first course offering in late summer or fall of 2008. This is also a "chicken and egg" situation. It is anticipated that this program would be offered in conjunction with West Liberty obtaining university status. We must have a stand alone master's program to earn university status, but we are supposed to be a university to offer a master's program.

A site visit is scheduled by the team reviewing our proposals to host either the Governor's School for the Arts or the Governor's Honors Academy in 2008-10. The team will be on campus next week.

We have just completed pre-registration for the fall semester. Faculty and staff worked very hard to complete this process.

There are currently nine open faculty positions for fall 2007. We are in the process of conducting interviews for several of these openings. To date, we have hired Dr. Muhammed Aslam for one of the math openings. He has a PHD in Applied Math from WVU and has been teaching at Bloomsburg University during the 2006-07 academic year. Other openings at this time are one in Math, three in Education, one for the chair, Special Ed, and a generalist, and one in each of the following: Humanities, Financial Systems, Administrative Systems, Communication/Journalism, and Clinical Laboratory Sciences.

The multicultural fair was held on April 18. West Liberty hosted approximately 400 guests from local middle and high schools.

The Faculty Salary Review Committee met last week and reviewed policy and funds available for increases. Using our current policy, the following rates of increase will be effective October 1: Each faculty member will receive an amount ranging from \$973.00 - \$1,698.00.

5. **Enrollment Update:**

Dr. Carpenter stated that we have received notification that the site selection committee for the Governor's School and the Honor's Academy will be on campus next Wednesday. This will be our opportunity to convince them that WLSC needs to host one or both of these programs. Both could bring significant dollars to the West Liberty summer program. These programs are host to some of the best and brightest high school students in West Virginia. WLSC has previously hosted the Governor's School. Mr. de Jaager was very involved in 2001-02, and we did see significant involvement after students were on our campus. This is what would be most exciting – getting those students back to WLSC.

Enrollment for those students in the metro fee counties looks exciting. Comparing April 2006 with the number of applications received through the first part of April this year, there is a 32% increase in Belmont County, 22% in Jefferson County, and 21% in Washington County, and still about even in Allegheny County. Pre-registration ended last week and the number of students here now who have signed up to resume in the fall semester are up about 2.3% over last years number of returning students. As of the April enrollment report, the number of applications for first-time full-time students is up about 2% over and above last year, which was up last year over 16% to 18% in applications. This 2% is over and above the 16% last year. Overall pre-registration for summer classes is up 14% and overall housing for the fall semester, including returning and new students, is up 8% over last year. Because of the number of upper class students there is no overflow for first years in Krise Hall at this point, Curtis Hall is full, and several floors in Rogers and Boyd are full for first years. Housing applications are up 13 from June 1st of last year.

Consolidation of the Center for Student Success is close to completion. Final preparations are being done on the second floor of Shaw which we hope to be completed by the end of May. This will bring together counseling and tutoring and make for better one-stop service for the students.

We continue exploration into dual credit programs. We are proceeding with the type of set-up we have with College at the Park in Marshall County. Our goal in the Enrollment Management Plan is to get a couple classes in Marshall County. We should be able to set this up, along with possibly one or two in Magnolia and Wetzel County.

Retention continues to be our immediate focus. It was reported at the January Board meeting that 87.5% of last year's first-year class returned. With significant progress with respect to admissions, the focus now returns to retention, all of which is part of the Enrollment Management Plan.

Dr. Carpenter then directed the group to information in the Board packet with regard to questions raised at the last Board meeting, most notably, fluctuation in part-time headcount in 2005 that we do not know how to explain. WLSC lost a significant number of part-time students in 2005, only to turn around and gain them back the following year. There is a continued increase in the out-of-state population, which is good for the budget.

Mr. Moore asked about campus safety issues recently in the newspaper. Dr. Carpenter stated that he has been contacted on several fronts since the tragedy at Blacksburg last week from television and newspaper, asking what we would have done, whether we would have done the same or different, and how safe is our campus. We feel that we have been as direct as we can in our answers. There is a lot we can do as a campus to prepare to respond to such incidents, but to try to guess every possible thing that could happen on a campus is nearly impossible and we have been very honest in our assessment and have received appreciation in return by people who truly understand. The national media did everything they could to sensationalize and bring notoriety to the story. The public in general and the local media were not buying into the sensationalism. They understand we are a public open campus, and our job is to try to prepare ourselves the best that we can to make a safer campus, but also to adequately react to incidents around us.

6. **Development Update:**

Mr. Cottle stated that the current status of the campaign is now above \$15 million. We set a campaign goal of \$12 million as the campaign was rolling out but as we neared the point where the campaign was ending, the goal was extended to \$15 million. Where does it all stand? Currently we are at \$15.2 million and know of another possible \$230,000 from two sources. The campaign wraps up June 30.

The next chart is a table that shows what the Development Office is doing this year in terms of goals. As of March 31 we are ahead of where we were at this point last year. We have had pretty good fund raising successes over the year. Last year was not a great year with the many departures from the Development Office. In the last six months we have had six or eight changes in staff.

We don't just look at how the numbers are now, but we look at and pay attention to other indicators of health and well being. An example is annual giving for excellence. Annual giving is very important, with major and bequeathed gifts falling out of the annual fund. Another indicator is in bequest commitments that have already been booked. This is money in the bank; we're just waiting for the will to be read. We see a regular increase in the number of people in the Nathan Shotwell Society. The shared annuities from estate planning give us \$10,000. We pay a quarterly interest rate until the donor passes away, then we keep what's in the account. These are good gifts because we already have the money. Once the donor has set-up this type of gift it cannot be taken back. We are currently showing gains in Shotwell and charitable gift annuities, but the average for each is not doing well at all. We are working toward a better outreach on these since major gifts fall out of both.

Since the passage of ASB 39, every college institutionally related foundation has to be reported as part of the audit report of the institution as a whole. You can check the finance department of every college in the state system on line and see the component of these foundations. We can see how all of us are doing and how we compare. As can be seen by the next chart, Concord is raising more for the last three years, with West Liberty a respectable second or third. We have a very strong program. On the total asset side of the foundation, Concord and Shepherd are the two largest and WLSC and Fairmont are in the second tier. Knowing what's in the pipeline this year, we will be number three well above Fairmont by the end of this year. Shepherd and Concord can't be touched. With regard to how much each institution pays for fundraising and administrative costs, there is no standard for these areas. Don't take the cost data to heart because there is no consistency and there are no good indicators.

On the HEPC comparison it is interesting to see what schools are raising on an annual basis. We are between \$8/9 million. When you realize how much was given in the United States overall for philanthropy last year, which is \$285 billion. It takes a combination of things to make that happen. A survey over a number of years to look at what determined giving showed that unsuccessful giving is due to a lack of trustee involvement, inadequate technology, and the budget for advancement. What are Wish's issues? Looking at just state schools, people report that they on average give 20% to their alma mater a year. WLSC is at 8.9%. Average staffing in state schools is one full-time fund raiser for every 5,776 alumni. We are in the process of hiring a consultant to do a one-time evaluation for our annual fund and alumni fund raising. We have had one bid so far and it was too high. The key to getting better is making the annual fund better. Matthew will be going to Concord to meet with their development area, talk with them, and bring back ideas.

Dr. Campbell stated that Concord and Shepherd got into the development business years before we did. Dr. Beasley at Concord came in the mid 70's to early 80's and Shepherd followed close behind so they had a head start on WLSC. Matthew stated that Concord created their foundation 100 years ago and WLSC's dates back to the 1950's. Looking at the HEPC data, Shepherd is not doing very well for being double the size of WLSC. Fairmont regularly exceeds the amount of fund raising they do every year.

Mr. Moore asked, with the development staff changes, how long it will take to get folks established and out on the road. Matthew stated that some areas are going very well, such as the new Regional Development Officer who has already raised twice the amount as the previous person. Some are still learning their jobs and it really varies from person to person, but we have a lot to work with.

Dr. Campbell also noted that you see the total assets for the foundations, but you also need to realize that we are giving back to the school in the neighborhood of \$1 million a year. We are currently earning \$330,000 in scholarship monies on the endowment we have. Growth in the unrestricted giving was so good that the foundation board at their January meeting took the step of committing to make an annual contribution for the president's scholarship, which presently was \$70,000 this year, to \$100,000 next year in additional scholarships. Money was given to the choir to go to Italy and football scholarships, which were at \$60,000 but this year will be \$104,000. Dr. McCullough noted that a key component to the turnaround in enrollment has been the increased scholarship support provided by the Foundation.

7. **I-70 Science Center Subcommittee Update:**

Dr. Joseph reported on the organizing meeting of the I-70 Science Center Subcommittee appointed by the Board. Everyone seems to be on the same page, where it did not seem like this was the case previously. We need to forget the old notions of what this project was going to be. We are working toward a strategic planning session for this project. Three dates were given out to committee members and the various boards to see which date works best for the most people. Dr. Joseph stated he would love to have everyone there because we seem to be heading in the right direction. Everyone needs to know first that this project will not be the money maker formerly proposed. Second, we need to have a bullet proof business plan. There is no extra money to support this project. People need to attend the planning session if this project is really going to happen so we can try to reinvent what we started a couple of years ago.

Dr. McCullough stated that Dan and his brother took the lead on this, hosted a real productive meeting and a fresh start to the project and platform. He thanked Dan for taking leadership on this project.

Dr. Joseph stated that this is a good group and everybody has helped on the project. This has a tremendous potential if we do it right, but if we don't do it right we could be in serious trouble.

Mr. Wilkinson asked what the dates are for the meeting. The options are June 7, June 28, and July 5.

Dr. Joseph is mostly concerned with having as many of the Board members present at the meeting as possible so we don't have to reinvent the wheel when the project is discussed. He would like as much involvement up front as possible and get questions answered. We should get as much information as we can under our belt before we need to take official action as a Board.

Dr. Joseph then thanked the Board for his years of service as a member.

8. **Educational Access Channel:**

Dr. Lukich stated that WLSC has more exciting initiatives and a brand new world type of venture for WLSC. Chris Lee, Supervisor of the radio and television station, will present a report on the educational access channel.

Mr. Lee stated that the West Liberty television station now has a fully functionable channel with Comcast. Channel 14 reaches all of Ohio County and Northern Marshall County, approximately 29,300 households. We are the only Comcast educational access channel in West Virginia. This set-up is equal to that of a set up at Ithaca College in New York. This channel will run 24 hours a day, 7 days a week. It is our channel to do with what we please. It can be a 24 hour infomercial for the College. We will have live news casts, possibly working with coaches, the sports program, basketball tournaments, football games, taping recitals, anything we want to broadcast. This will give WLSC an opportunity to put all of our programs out to a larger audience to see what we can do. We can go to the various departments and have a representative or two speak about the programs in each department. This is great advertisement and we continue to explore our possibilities. Currently we are looking into partnering with John Marshall High School to provide access for their student news channel. They would be able to run their news channel through WLSC's station. We are also checking on this possibility with St. Clairsville High School. We have the capability to reach out to a large audience to provide quality programming, with nothing but potential for growth. With the bulletin board system, students run the station with some professional guidance and development along the way.

Mr. Moore asked what the next step is for the station. Mr. Lee stated that they are working on more programming. We can run some programs until people are tired of seeing them, and develop as much programming as we can and keep putting it out there. In the first week on the air we had many comments and call from people saying they say our programs. The question was asked if Comcast is available in the dorms. It is not but the same channel is also available in the dorms through the campus station on a dual feed.

Dr. McCullough stated that one of the challenges as you expand this service is that the initiative sooner, rather than later, needs resource help. This program will need some type of assistance. It cannot remain a two or three person operation; it will need assistance and additional dollars. The new Media Arts Center helps with the high quality it brings to various programs, but there are only three people working on it right now. It will take a while to build a back log of programming. Eventually we will have various athletic events and hours of other programming, but this will take time and personnel to expand.

Dr. Campbell stated he wasn't aware of channel 14 until one night he came across it showing our billboards and newspaper ads. To have a whole channel devoted to WLSC 24 hours a day is fantastic.

Mr. Lee stated we can take underwriting with corporation to sponsor ads and run our own ads. We currently have a new ad playing. The question was asked if we would be able to integrate other disciplines within the college to help with programming. Mr. Lee stated that this has been talked about with advertising where students could get hands on experience talking to corporations and businesses to help underwrite some of the advertising. They can talk with marketing students to work with the advertising and the Development Office. We can work with the whole college, not just the television program. This concluded Mr. Lee's report.

9. **Update from Ad Hoc Committee on Proposed SGA Alcohol Policy:**

Dr. Carpenter stated that we had a faculty member and two extremely bright students to take on the project of a survey and run with it. He got out of the way, stayed behind the scenes, and asked the students to come forward and share their results with the Board.

Marketing students Elizabeth Reinhardt and Calli Ryan introduced themselves and distributed packets to the Board members. This survey was sent to freshman parents, all students of WLSC, and all faculty and staff members. Out of 2,035 students 376 responded. Ms. Reinhardt started with the student response. 18.5% of the students responded to the survey, and all students were sampled. They all had an equal chance to e-mail their response. The breakdown is according to the response total.

The conclusion of the student survey is that only 376 students responded, and they either don't care or were not interested in taking the survey. The staff survey split to a rate of 60% answered no for an area for alcohol and 39% answered yes for an area for alcohol. Of parents surveyed, 71% said it would not effect their decision to send their child to WLSC if there were alcohol on campus, 26% said it would have an affect, and 3% skipped this question. Mr. Wilkinson stated that, of the parent responses on the involvement of the parents in helping your child select a college question, the strong and moderate involvement combined total would be 67 parents with a strong or moderate involvement in their child's life at WLSC. Nine had little involvement. When establishing a residential area allowing alcohol, if you take 9 from the 54 parents who said no to alcohol, it's still safe to say the least amount of parents who had a strong to moderate involvement with their child's decision is 45. At least 45 parents that took this survey want to change their opinion on where they want to send their child.

Elizabeth and Calli continued their presentation on the information gathered from the survey they conducted. At the conclusion, Mr. Moore thanked these students for doing a wonderful job and commended them on their efforts.

Mr. Wilkinson asked when will the alcohol policy will be an action item. Mr. Moore stated that nothing can be done without a quorum tonight. Mr. Wilkinson stated that this item has been on the table since roughly November. What steps does it take to make this an action item? Mr. Moore stated he can ask that it be put on the agenda for the June meeting, but can only do this through the next Executive Committee meeting. Mr. Moore also stated that a number of points made by Mr. Wilkinson are very interesting, though he's not sure he agrees with the math, but this presentation was an attempt to gather information from three different groups. Since the information was just received we will pick this matter up at a later meeting once people have a chance to read the data. Mr. Moore noted that the students went through a lot of very good work and did a very professional job in putting the survey together that would allow the Board to look at this information. There are also other sources the Board can go to for information. CBS news did a story on substance abuse on college campuses which gave very interesting national statistics. He will give you the web site if you would like to read the story. It was interesting, particularly when you look at the medical criteria for substance abuse on campus, what alcohol means on a college campus. If you look at case study evaluations from the Science Center of West Virginia, there are very illuminating items there on teens, sex, drugs, and depression in a 2005 story. Look at the research and data that these students have and put together for the Board, and it will give those who have the responsibility to vote a much broader perspective to vote. We need all facets of the story. Mr. Moore made reference to a copy of the April 10 Trumpet sent to him with alcohol illuminated in the assault case. We want to make sure as a Board that we have all of the data that we can have, and touch the groups on campus. We have certainly heard from SGA in the past as to their feelings why they would like to see this occur, but it is incumbent upon us to reflect and prepare to discuss and to vote if there's an action item on the agenda. I'm sure this can be accomplished.

Dr. McCullough noted that Professor Jean Bailey is a good example of what was referenced previously (quality, experienced faculty working closely with their students) with her having been involved in the student survey project. Dr. McCullough thanked Jean for her assistance.

10. **Adjournment:**

The meeting adjourned at 7:10 p.m.

John Moore _____
Chair

Lynne Exley _____
Secretary