

**West Liberty University  
Board of Governors**

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**Minutes  
March 30, 2022**

Attendance:

Jack Adams, Michael Baker, Alexandria Black, Arlene Brantley, Richard Carter, Thomas Cervone, Jamie Evick, Ryan Glanville, Richard Lucas, David McKinley, Jason Metz, Stephanie Shaw

Unable to Attend:

Administration/Faculty/Staff:

Monique Akassi, Amanda Bennett, Scott Cook, Mary Ann Edwards, W. Franklin Evans, Diana Harto, Angie Hill, Stephanie Hooper, Lori Hudson, Jason Koegler, Cathy Monteroso, Joe Rodella, Sean Ryan, Lynn Ullom

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

Chair Lucas called the meeting to order at 4:02 p.m.

**II. Introductions**

Mr. Koegler noted that as a part of the new office of External Affairs, and in cooperation with the Foundation, we need to tell the story of West Liberty off the hill. There has been a void in the area of alumni engagement for a number of years, and it's one of Dr. Evans' top priorities. There are a lot of threats to higher education, and we need all the help we can get. We need people who can donate, connect with our students with internships, mentorships, job placements, and fit into our student entered culture. As an example, we have 11,000 alums in a 30-mile square radius but no Wheeling, WV alumni chapter. The other area we need to address in alumni engagement is the younger demographic. We know from previous history there are many ways to engage, and chapters are still worthy, especially with technology to connect on all levels and through affinity. The SGA needs mentorships or guidance; why not lean on an SGA affinity chapter and the current organization can rely on people who served in the past and are successful in the world. This is the direction in which we want to head. The biggest challenge was finding the right person with our new Director of Alumni Affairs, Amanda Bennett. Ms. Bennett is an alum, earning her undergraduate degree at WLU in 2013 and her MBA in 2018. She comes to WLU from the Highlands Athletic Complex as their former Director of Marketing. Mr. Koegler also recognized our partner in education, Glenville State University for their first ever national championship on any level in the State of West Virginia; congratulations to their Women's Basketball team.

**III. Public Comment**

None.

**IV. Agenda Order**

No change to the agenda order.

**V. Approval of Minutes\***

**A. Minutes of the Full Board February 2, 2022\***

**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 full Board of February 2, 2022.**

**B. Minutes of the Executive Committee February 2, 2022\***

**On motion by Richard Carter and seconded by Ryan Glanville, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the Executive Committee of February 2, 2022.**

## VI. Board Items for Approval\*

### A. Honorary Degree

Dr. Evans stated that the spring commencement speaker, Dr. James Denova, was unanimously selected by the Honorary Degree and Recognition Committee. Dr. Denova has been a champion for education in West Virginia as well as Pennsylvania, and an advocate for West Liberty University. He is a retired VP of the Benedum Foundation, has been good to WLU, having received over \$2.5 million from that foundation in support of this institution since 2002. The Center for Arts and Education is a result of those funds. He is now an independent contractor, having held a variety of positions, including with the Forbes Fund, Jewish Health Care, United Way of Southwest PA, and a variety of boards. He holds a doctorate in social research and is not only a great educator but a great philanthropist.

**On motion by Jack Adams and seconded by Jason Metz, 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 May 2022 commencement to James V. Denova.**

### B. Program Reviews\*

Dr. Evans stated that the programs up for review have been discussed with the Academic Affairs Committee, and the programs include: Master of Arts in Education, Social Work, Athletic Training, Community Education, Communications, and Theater. We are looking forward to continuing five of the six programs. Athletic Training, although a review is being provided, is officially being phased out at the end of this semester and students will enter into our master's program, which starts in the Fall 2022. The recommendation is for the continuation of all of these programs.

**On motion by David McKinley and seconded by Tom Cervone, it was unanimously adopted by the West Liberty University Board of Governors to approve the five-year program reviews as stated.**

### C. Post-Degree Audits\*

Dr. Evans stated that the programs in the post-degree audit were all given extensions, those being the M.A. in Clinical Psychology, M.A./M.S. in Biology, and the Master of Science in Dental Hygiene. These are all in housed our masters/graduate programs and are asking for approval so they can move on to the HEPC.

**On motion by David McKinley and seconded by Ryan Glanville, it was unanimously adopted by the West Liberty University Board of Governors to approve the post-degree audits as stated.**

### D. Early Childhood Education Minor Non-Certification\*

Dr. Evans stated that the Early Childhood Education Minor is a non-education major to work in a health care facility, in conjunction with a major in another field. Students take 12 hours and receive a minor in Early Childhood Education. These students are not trying to get licensed or to be certified, but it provides a skill set and believe that this will be a benefit to the College of Education. The courses involved already exist with no new costs or additional faculty.

**On motion by David McKinley and seconded by Tom Cervone, it was unanimously adopted by the West Liberty University Board of Governors to approve the Early Childhood Education Non-Certification.**

## VII. President's Report

Dr. Evans noted that today is Founder's Day, West Liberty University's 185<sup>th</sup> year. April 6<sup>th</sup> is the Day of Giving; if you haven't already given, we want to have 100% BOG participation.

Spring updates include MS in Speech-Language Pathology receiving candidacy status from accreditors and a Nursing Expansion grant was received in the amount of \$924,000. This grant will add 20 new students to the field for those in the BA/BS to BSN program who wish to become a nurse. The HLC Assurance report is due in May, and we have been made aware of the five-

member review team, none of which are affiliated with WLU. Dr. Monteroso, Dr. Saurbier, and Dr. Evans will head to Chicago this weekend for the annual HLC conference. Men's wrestling and basketball were both in the Mountain East championships. Although they didn't bring home the top prize, we are pleased with what each team accomplished. Ms. Hudson will talk later about residence life buildings leased, including the apartments across the street. They have not been a financial benefit for WLU these last few years and are actually running at a loss. She did an assessment of the buildings and will discuss having to make a shift with residence life in regard to those leased properties. WLU is not making any money off of these properties, paying out several thousand dollars these last three years. The West Event Center, another facility we have, has been dormant for quite a while. Three attempts have been made for a restaurant/bar and all have failed. It has been opened to the students to hold events, but we are only estimating maybe \$15,000 in income. We are looking at being creative and may have an idea to optimize the use of that building that will be a great benefit to the University. March is Women's History month and we have had a variety of activities celebrating women. A new food service vendor has been selected, the process completed, and recommended to the president was Aladdin Food Service. Aladdin was on campus about 20 years ago. They are working with Sodexo as this transition takes place. The bookstore contract runs out as well and the current vendor, Barnes & Noble, will remain and has provided some additional incentives that far outweigh what the competitor was offering. Mr. Cook will talk about the good news in enrollment projections. We are holding black and gold days and are underway with signing days. We have had quite a few students and families here and an increase in applications. We are looking at having to provide increases in tuition and some fees which Ms. Hudson will talk to specifically. The Finance Committee and Executive Committee have discussed some increases and we are looking to bring this information forward for the next academic year. We have been informed by the Chancellor that the HEPC Funding Formula bill did pass and is now on the Governor's desk for approval. This is the model that gives money for those special programs, workforce programs in the State of West Virginia. We have some programs on our campus, and depending on the benchmark and achievement, you are afforded extra dollars. The Chancellor also talked about BOG training, advising us that mandated BOG training is every other year. There will be lunch and learn sessions offered this summer that will only be an hour long, beneficial, timely, and informative. Information will be going out to members for these Zoom sessions.

The 2019-2024 Strategic Plan review process has been under way. We have put together an institutional profile, the draft of which was sent to you, that gives you an overview of WLU. Back in December the board quickly and efficiently approved a new mission statement as part of the Strategic Plan. The team has looked at the Vision, and "WLU aspires to be a model of innovative, inclusive, and transformational education, accessible to all and that positively impacts society," becomes the Vision Statement. In addition, there are some building principles: Stakeholder inclusiveness; transparency and communication; data-driven decisions; synchronized stated goals; action-oriented outcomes; and institutional accountability. Coupled with the core values of affordability; caring; diversity; excellence; innovation; and respect, will allow us to focus very carefully on the goals and objectives in this Strategic Plan. After the review process of our strategic goals, they will now include student experience; demonstrating academic excellence; cultivating diversity, equity, and inclusion; fostering an innovative student experience; enhancing community engagement; and strengthening operational and financial excellence. In the draft plan, for each goal, strategic objectives aligned with each goal. In the plan we did not put who was responsible but believe that these goals will apply to all units across campus. An electronic draft copy of the strategic plan has been sent to the board members. Dr. Evans noted his appreciation of the committee, led by Dr. Konchar Farr and Dr. Akassi, for enhancing the plan to make it much more user friendly and relevant for what WLU needs to accomplish.

Dr. Evans reviewed the Board of Governors Self-Assessment, noting that 12 members out of 11 completed the survey. Using the KEY for percentages each item was reviewed. The narrative responses covered the board's greatest strengths, major accomplishments of the past year, areas in which the board could improve, and what members would like to see.

A brief discussion followed regarding the draft Strategic Plan. A response to the plan is not being asked for at this time. Also, the assessment information was brought before the Academic Affairs committee, something that did not happen in the past because there was no other committee. This is a significant improvement as opposed to coming to the full board for the first time for

review. Going forward there will be a yearly review to have information readily available at the five-year mark.

## **VIII. Reports**

### **A. Provost (Monteroso)**

Dr. Monteroso appreciated the comments on the program reviews, noting that they will be done on a yearly basis to prevent some of the recent issues. Recommendations will be followed up yearly for easy compilation of materials at the five-year mark. She reiterated congratulations to the Nursing program for the extension grant, which will enhance all of our programs with technology and other extras we will get from the grant. Quality Matters has approved WLU's Psychology 101 program for general education for students as an online course. WLU uses Quality Matters as a gauge for all online courses. Honors Convocation will be held April 27<sup>th</sup> and is coming back in person with Dr. Shannon Halicki running the program. Dr. Monteroso is working with Mr. Cook to improve the dual credit programs in Ohio and Marshall County Schools. This enables high school students to take college courses and receive credit at WLU. They work with our faculty and faculty members of record with those institutions. Pre-registration will start on April 4, 2022 for summer and fall 2022 courses. Part of the new funding model is looking at FTE. We need to get streamlined so that in three years we will hit the necessary benchmarks. We will begin work on that process, which will help with our financial success as well. The HLC update was submitted on March 28<sup>th</sup>.

### **B. Enrollment Update (Cook)**

Mr. Cook noted that after the first year of COVID we were in good shape, but not so much this year. We were unable to hold campus visits, high school visits, no admissions programs for a year, accounting for the drop in enrollment this year. As we move forward, we hope there will be no more COVID restrictions. Things are turning around with undergraduate applications up for the fifth month in a row with a significant increase. Applications are up 10% and accepted applications are up 16%. We are ahead of where we were last year on May 1<sup>st</sup>. At the Enrollment Planning Committee meeting, Dr. Mumford noted that graduate applications are up 60% and accepted applications are up 40%. Housing applications are up 19% over last year as of March 1<sup>st</sup>. Ms. Hudson has done a great job preparing the budget, looked at all populations, and we are projecting an increase in enrollment and housing numbers for next fall.

### **C. Staff (Glanville)**

Mr. Glanville stated that Staff Council had not met this month since a quorum could not be established. Terrific Topper Award nominations are continuing to come in, and the Staff Council meat freezer fundraiser brought in over \$2,000.00 for the scholarship fund. Staff Council distributed a survey similar to that of Faculty Senate's follow-up survey. The purpose of the survey was to provide guidance in completing the president's evaluation with staff opinions and comments in mind. The survey results had just been gathered and Staff Council has not yet had the opportunity to meet and discuss the findings. Staff Council will provide the results of their survey as they deem appropriate upon request of the BOG.

### **D. Faculty (Metz)**

Dr. Metz stated that new faculty senators should be in place on July 1<sup>st</sup>. April 19, 2022 is the last Faculty Senate meeting for the school year. The Promotion and Tenure Committee is analyzing data, but Dr. Metz wasn't sure of the status at this time. ART 342 was voted on and added to the general education options. Faculty Senate sent out a follow-up survey, but the data has not been collected to share with the board.

### **E. Student Government (Black)**

Ms. Black stated that the SGA elections will be held on April 6, 2022. Any assistance with getting the word out would be appreciated. Ms. Black would have attended in person but didn't know where the meeting was located.

**IX. Finance Report**

**A. Approval of FY 2023 Budget/Tuition & Fees\***

Ms. Hudson reviewed the budget status report, actual through 02/28/22, eight months or 67% through the FY. Important columns are FY22 Adjusted Budget, showing the \$2.7 million deficit, and February 28, 2022 YTD Actual, showing where we are currently, which will be addressed. Ms. Hudson will review the revenue and expenses sources as an update. We have used CARES funds through lost tuition and fees and lost revenue from discharging debt from student account balances. Additional royalties received through the end of June will also help with this deficit for this fiscal year.

The tuition and fees were discussed and approved by the Finance Committee and will be presented to the HEPC by May 13, 2022. We are proposing an increase in tuition and room and board of 2% for residents and non-residents, but the metro rate will remain the same. We are working to clean-up the differentials in certain colleges by rolling in various fees for each area. The increase in undergraduate tuition will generate an additional \$255,00. The BLA degree, which is outside the normal fee structure, will see a 3% increase, bringing it to the current residential rate of \$4,273. Meetings were held with deans, chairs, program directors, dean of graduate studies, and the provost to work to make rates more consistent and easier to understand. Proposed increases range between 1% and 4%, with the exception of the MS in Art Therapy. Three new graduate programs, Speech Language Pathology, Exercise Physiology, and Athletic Training, are expected to generate \$271,000 in additional revenue. A 2% increase is proposed for on-campus housing. An analysis of our leased buildings, including Topper Village, the Towers, and University Place I and II, found that we have been carrying a loss for several years on those buildings. An increased lease by 10%, with maximum occupancy, is needed just to break even. These leases are renewed every year and negotiation will be key as to whether we can move forward with those buildings. Aladdin Campus Dining was chosen as the new campus vendor, and we are going to propose a 2% increase on all board plans. Campus housing should generate \$328,000; even with a 10% increase, and we will still be in line with WVU, Shepherd, and Fairmont. Total revenue, based on projected enrollment, should be \$970,000. Keep in mind this proposal is based on conservative estimates of projected enrollment in order to remain competitive. Those are the proposed increases and service and event fees remain the same. The Highlands Center is still being developed with rates for different types of events. Mr. Koegler is working with Mr. Carl to develop those rates. We are also working to get the Gary E. West Event Center rates approved, such as rental and cleaning fees, and rentals internal and external to WLU, with or without alcohol. A brief discussion followed with regard to residence halls and open beds, and whether the 10% increase is comparable to the same type of housing at the mentioned colleges/universities.

Ms. Hudson stated that several meetings have been held to discuss this budget, dating back to December 2021. We started the process early to try to get a handle on where we knew we were going to land with the deficit this year, which could be the same way or worse next year. The revenue budgeted, based on projected enrollment, undergraduate, graduate, room and board, state, and other revenue, such as royalty income, sales commissions, summer conferences, etc., are the components for all revenue sources currently, for a proposed FY23 budget or \$43.3 million. Expenses will be at or under this amount, we will have a balanced budget which we are working on daily. We will have to make changes to get there and adjustments across every category that you can imagine, but at the end of the day we will have a balanced budget to present. A brief discussion followed on the possible shift of private dollars.

**On motion by David McKinley and seconded by Ryan Glanville, it was unanimously adopted by the West Liberty University Board of Governors to approve the Fiscal Year 2023 Budget/Tuition and Fees as presented.**

**X. Information Gathering**

None.

**XI. Next Meeting Date – Wednesday, June 1, 2022**

**XII. Adjournment**

On motion by David McKinley and seconded by Ryan Glanville, the meeting adjourned at 5:14 p.m.

Richard Lucas \_\_\_\_\_  
Chair

Jamie Evick \_\_\_\_\_  
Secretary