

# **WLU Board of Governors**

Regular Meeting

**Wednesday, August 21, 2019 – 4:00 p.m.**

Location: Shaw Hall Board Room

**“...to provide our students with the opportunity for a high quality undergraduate, graduate and professional education.”**

- I. Call to Order/Roll Call/Quorum and Mission Statement**
- II. Introductions**
- III. Swearing in New Board Members**
- IV. 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 Executive Secretary Mary Ann Edwards fifteen minutes prior to the meeting until the noticed start time.
- V. Agenda Order (Board may move to change order of consideration)**
- VI. Approval of Minutes**
  - A. Minutes of the Full Board June 5, 2019\* (pg. 3-6)
  - B. Minutes of the Executive Committee August 7, 2019\* (pg. 7-8)
- VII. Board Items**

None

\*Action Items
- VIII. Reports**
  - A. Provost (Crawford)
  - B. IT Strategic Plan (Rodella)
  - C. Enrollment (Cook)
  - D. WLU Foundation (Hill)
  - E. SGA (Yakicic)
- IX. President's Report** (pg. 9-12)
- X. Finance Report**
- XI. Information Gathering (Members may ask questions or gather information to prepare for future agenda items without general discussion or action at this meeting.)**
- XII. Next Meeting Date – Wednesday, October 16, 2019**
- XIII. Adjournment**

**West Liberty University  
Board of Governors**

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**Minutes  
June 5, 2019**

**Attendance:**

Jack Adams, Richard Carter, Cindy Fluharty, Patrick Ford, Jim Haizlett, Rich Lucas, Rhonda McCullough, William Mercer, Teresa Toriseva, Kris Williams

**Unable to Attend:**

Joe Carey, Zachary Rhodes

**Administration/Faculty/Staff:**

Kelly Baker, Scott Cook, Brian Crawford, Mary Ann Edwards, Robert Gall, Steve Greiner, Matthew Harder, Diana Harto, Jason Koegler, Roberta Linger, John McCullough, Nick Musgrave, Gerard NeCastro, Sara Sweeney, Ron Witt, Angie Zambito

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

Chair Ford called the meeting to order at 4:02 p.m. and a quorum was established.

**II. Introductions**

None

**III. Public Comment**

None

**IV. Approval of Minutes**

**A. Minutes of the Full Board April 3, 2019\***

On motion by Richard Carter and seconded by Teresa Toriseva, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the full Board of April 3, 2019.

**B. Minutes of the Executive Committee May 22, 2019\***

On motion by Cindy Fluharty and seconded by Jim Haizlett, it was unanimously adopted by the West Liberty University Board of Governors to approve the minutes of the Executive Committee of May 22, 2019.

**V. Agenda Order**

No change to the order of the agenda.

**VI. Board Items**

**A. Election of Officers\***

Dr. Greiner stated that it was the recommendation of the Executive Committee for the continuation of the current officers, those being Pat Ford, Chair, Kris Williams, Vice Chair, and Jack Adams, Secretary.

On motion by Teresa Toriseva and seconded by Rich Lucas, it was unanimously adopted by the West Liberty University Board of Governors to approve the slate of officers as stated.

**B. Schedule of Meetings July 2019 – June 2020\***

On motion by Cindy Fluharty and seconded by Kris Williams, it was unanimously adopted by the West Liberty University Board of Governors to approve the meeting schedule for July 2019 through June 2020.

**C. Annual Graduate Degree Report\***

Ms. Sweeney distributed a handout detailing graduate level enrollment figures. A discussion followed regarding enrollment in various programs. The MS in Dental Hygiene, which is

completely online, will hold its first classes this fall. Graduate program offices have moved into the second floor of the newly renovated Shotwell Hall.

**On motion by Kris Williams and seconded by Richard Carter, it was unanimously adopted by the West Liberty University Board of Governors to approve the Annual Graduate Degree Report for Academic Year 2018-19.**

**D. 5-Year WLU Strategic Plan\***

Dr. Crawford stated that the outline contained in the packet are the major goals of the proposed five-year Strategic/Master Plan for the University. This is a culmination of about a ten-month process, many people, including the BOG, under Dr. Larance's leadership. The five major themes are: Academic Success, Branding, Community Engagement, Operational Excellence, and Student Experience. The Board is asked to approve this outline to move forward with finalizing the update.

**On motion by Kris Williams and seconded by Jack Adams, it was unanimously adopted by the West Liberty University Board of Governors to approve the five-year Strategic Plan update.**

**VII. Reports**

**A. Provost (Crawford)**

Dr. Crawford stated that the Health Care Management Certificate has been approved by the U.S. Department of Education. The MS in Athletic Training is being considered by the HLC and believes it was approved, but we have not heard anything official. From there it will go to the U.S. Department of Education for final approval. Art Therapy and Counseling's intent to plan has been approved by the HEPC, with the proposal expected to be submitted in August or September. The Speech Language Pathology intent to plan is out for 30-day comment with the HEPC with no negative comments at this point and is expected to be approved. These programs, once approved, will have a start date of fall 2021.

A Reverse Transfer agreement was recently signed with WVNCC, and on the graduate level, Sara Sweeney met with a representative from Concord University to work on a collaborative agreement where WLU students would have preferred access to their Master's program in Social Work.

**B. Enrollment (Cook)**

Mr. Cook distributed an enrollment update as of June 5, 2019, listing the various percentages. Although it's early in the fall registration cycle, at this point we are not behind in any area. A brief discussion followed regarding demographics and total enrollment.

**VIII. President's Report**

Dr. Greiner thanked everyone who attended the recent commencement. The Graphic Design Program, Professor Haizlett's program area, is ranked 2<sup>nd</sup> in 2019 college rankings for top graphic design programs in West Virginia.

GPA's for nearly 500 student-athletes combine for a 3.17 GPA for the spring 2019 semester. We continue to enroll excellent students, not just athletes. We have also hired an NCAA Division II wrestling coach, bringing a nationally recognized individual to WLU's program, Mr. Danny Irwin.

Women's basketball player and two-time All-American Marissa Brown's jersey will be on display in the Women's Basketball Hall of Fame for a year. Marissa is ranked in the Top 10 Nationally in nine separate categories.

The sale of 409 Van Meter Way, the yellow house across the street, is in process. There is no closing date at this time.

The running track surface process has begun and will take the entire month of June to be completed. We have been assured that the first two buildings of the new apartment complex will be complete by August 1<sup>st</sup>. The third building will be complete in January 2020.

The HVAC project in Arnett Hall is well under way with an expected completion of mid-August. The 4<sup>th</sup> floor Campbell Hall architect is currently revising drawings to accommodate WLU's most immediate needs. The weight room in the ASRC is waiting for demolition work to take place prior to the renovation. 100% of the demolition and renovations are being donated, so we are waiting on the company to find a window of opportunity to do the work. The football field turf replacement project will begin June 12<sup>th</sup>, which is also 100% donated.

Elevator repair and renovations are under way in the Library, Hughes Hall, Beta Hall, and Krise Hall. A new handicap ramp for Shotwell Hall will be completed this summer. There is the possibility for some other upgrades to structures to be paid for out of grant money, but nothing definite at this time.

Dr. Greiner and Pat Ford gave a brief update on the China trip. We are waiting on their representative to be available to talk with WLU, but have been in almost daily contact by way of WeChat.

Ms. Hill gave highlights on Foundation activity, among those being:

- Hit goal of \$2.2 million in actual revenue & pledges with 3 + weeks to go
- Over \$2.5 Million in pledged planned gifts
- 11 New Nathan Shotwell Planned Giving Society Members
- 319 New Donors (1st time givers) - 34% higher than last FY (238)

Foundation FY20 Priorities:

- Endowment Growth: Technology and Scholarships: \$800,000
- Restricted Scholarships/Other Restricted Funds: \$500,000
- Blatnik Gym Renovation: Student Recreation: \$200,000
- Campbell Hall 4th Fl.: Buildout/Psych Clinic; SPA Clinic: \$100,000
- Campus-wide Signage Project: Master Facility Plan: \$100,000
- Athletic Weight Room: All Athletics: \$100,000
- Foundation Scholarship Program: Annual Fund Initiative: \$100,000
- Distance Learning Lab: IT & PA Initiative: \$50,000
- Hilltopper Athletic Club: Athletic Priority Projects: \$50,000
- Needs Request Program: Annual Fund Initiative: \$25,000
- Hilltopper Bands: Adopt the Bands Campaign: \$25,000
- Investment Club: GEW COB: \$25,000
- Wrestling: Climb the Hill Campaign: \$20,000
- Retention Resources: Resources for Students in Need: \$10,000

Mr. Witt and Mr. Koegler gave a presentation on the final stages of the Top of the Hill magazine. They are working with Wheelhouse Creative in Wheeling on the production end of the magazine, along with the editorial committee, and input and direction from the President's Cabinet.

#### **IX. Finance Report**

Ms. Linger gave an update on the budget as of May 31, 2019. With three weeks left of the fiscal year, we are preparing for a year-end audit on June 24<sup>th</sup>. The HEPC held a pre-bid for the auditing contract for all schools and BLA won the bid; Nancy and Lori will be back next year. Percentages were reviewed with an anticipated budget deficit between \$450,000 to \$500,000 for FY19. A brief discussion followed with regard to the Composite Financial Index (CFI).

#### **X. Information Gathering**

Mr. Haizlett introduced Professor Bob Gall, his replacement as the faculty representative to the Board of Governors. Dr. Mercer asked about WLU's immunization policy; a brief discussion followed regarding continued requirements for measles and rubella immunization as part of the new health portal.

#### **XI. Possible Executive Session**

**Pursuant to WV Code §6-9A-4, at 5:34 p.m., a motion to retire to executive session was made by Rhonda McCullough and seconded by Kris Williams; motion passed unanimously.**

**Following discussion in executive session, a motion to rise from executive session at 7:23 p.m. was made by Kris Williams and seconded by Jim Haizlett; by unanimous approval, the Board rose from executive session.**

**XII. Actions Emanating from Executive Session**  
None

**XIII. Next Meeting Date – Wednesday, August 21, 2019**

**XIV. Adjournment**  
**The meeting adjourned at 7:25 p.m.**

Patrick B. Ford \_\_\_\_\_  
Chair

Jack Adams \_\_\_\_\_  
Secretary

**WEST LIBERTY UNIVERSITY  
BOARD OF GOVERNORS**

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**Executive Committee  
Minutes  
August 7, 2019**

**Executive Committee Members Present:** Jack Adams, Patrick Ford, Kris Williams

**WLU Administrators:** Scott Cook, Brian Crawford, Stephen Greiner, Diana Harto, Roberta Linger

1. Chair Ford called the meeting to order at 8:00 a.m.
2. Ms. Linger gave a report on the FY20 budget status as of the end of July.
  - a. All revenue and expense items are in alignment with expectations at this time. The annual audit is underway, and the auditors will be on campus in September.
  - b. President Greiner gave an explanation of an issue with soccer scholarships awarded by the former Men's Soccer coach that resulted in unexpected expense.
  - c. Ms. Linger discussed the results of a recent visit by a consultant from Ellucian regarding our use of BANNER. This visit resulted in a number of recommendations, some of which will be acted upon. A number of changes and updates are planned for the next several years.
3. Mr. Cook gave an enrollment update. Summer enrollment was up this year by 162 students, primarily because of lowered tuition. Undergraduate applications and accepted applications are up for the fall semester, but registration is down due to a decrease in returning students compared to last year. This is at least partially the result of an early start to the Spring 2019 semester, when we did not add as many transfer and new students as normal. There is one more transfer day scheduled this summer, but total enrollment for the fall semester is expected to be down slightly from last year.
4. President Greiner reported on several items:
  - a. Two visitors were here from China last week to discuss enrolling students in our MBA Healthcare Management program. They also expressed a desire for certificates in Physical Therapy and Nursing, which we may be able to accommodate. The relationship with this group will be non-exclusive.
  - b. Approximately 150 young people were on campus recently for the Sheriff's Youth Leadership Academy. It was the first time this event was held here. There was a great deal of positive feedback received from the group and indications are that they may be back in the future.
  - c. Construction updates:
    - i. The new apartments across the road will not be ready when students return. The housing staff is working to provide temporary housing and furniture storage for students until the buildings are complete. There were questions and some discussion around this topic.
    - ii. The President met with Gary West yesterday to discuss the restaurant and cabins. The water pressure issue has been resolved and Mr. West is willing to lower the amount the University pays to lease the cabins, allowing us to lower the rent and making them a more attractive housing option for students.
    - iii. The football field turf won't be done until August 24<sup>th</sup>. The team will be using the grass soccer field for practice until then.
    - iv. The residence hall elevator projects have been completed.

- v. The sidewalk repairs are almost complete.
  - vi. The Shotwell Hall access ramp project will be complete before classes start.
  - vii. A contractor will be demolishing the houses on the recently acquired property across Route 88 very soon.
  - viii. The quote on finishing the fourth floor of Campbell Hall has been received. The cost is too high to allow for everything to be done at this time; however, we will re-evaluate and prioritize the elements of the project to allow for the most important items to be done soon.
  - ix. The Library elevator project has been delayed by an unforeseen problem. It will be completed as soon as possible.
  - x. The track project is still a few weeks from completion. About one-fourth of the track surface still has to be put in place and then lines will be painted.
  - xi. The Arnett Hall HVAC replacement project will be done next week.
  - d. We lost our Men's Tennis and Acrobatics & Tumbling coaches recently. Replacements have been hired for both positions. Both new coaches are young but have strong competitive backgrounds and come highly recommended.
  - e. WV State Code requires that the reason for any executive session must be listed on board agendas. Such an item has been placed on the agenda for this meeting.
- 5. Ms. Williams made a motion to go into executive session to discuss a personnel matter. The motion was seconded by Mr. Adams. The committee went into executive session at 8:52 a.m.
  - 6. The committee came out of executive session at 9:18 a.m. No actions were taken.
  - 7. The meeting was adjourned at 9:20 a.m.

Patrick Ford

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Chair

Jack Adams

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Secretary

**PRESIDENT'S REPORT TO WLU  
BOARD OF GOVERNORS  
AUGUST 21, 2019**

- The 2019 West Liberty University Campus Master Plan and Recommendations was completed by the Mills Group. This 150-page document serves as an ongoing plan for the continual growth and evolution of the campus. The previous master facility plan was completed in 1999.
- A first Black and Gold Day of the new fiscal year was held on July 25 with 76 families registered.
- Two visitors from China visited campus July 28 & 29 to discuss a partnership with the Gary West College of Business. Discussions focused on the enrollment of Chinese students in our Health Care Management program and the possible development of certificate programs in nursing and physical therapy.
- The College of Education and Human Performance at West Liberty University partnered with the National Alliance of Mental Illness (NAMI) in presenting a two-day mental health conference at the Highlands Event Center, June 6 –7.
- West Liberty University Alumni Association is planning a trip to Italy for alumni and friends that will offer a thrilling look at Venice, Florence and Rome in 2020.
- West Liberty University's Dr. Darrick Brake has published a sociology monograph recently on social philosopher Josiah Royce (1855 – 1916) entitled, "Conversations on Irving Street."
- Approximately 150 young people, considering a career in law enforcement, visited the West Liberty University campus in July. These high school students took part in the annual West Virginia Sheriffs' Youth Leadership Academy as the annual event moved to the Hilltop for the first time.

- West Liberty University was awarded a \$7,500 grant by the Playful Pittsburgh Collaborative (PPC) in partnership with Philadelphia Playful Learning Landscapes and Trying Together, along with Carnegie Museum of Art and Pittsburgh Parks Conservancy. WLU earned one of the grants awarded and is now creating a Topper Play Trail, which will be completed in the fall.
- West Liberty University was awarded a \$7,500 Diversity Grant by the West Virginia Higher Education Policy Commission and the West Virginia Council for Community & Technical College Education for the purpose of enhancing diversity programs and services on campus.
- West Liberty University undergraduates, Christian Kaftanic and Jennifer Myers are part of West Virginia's SURE program that offers summer internships to undergraduates majoring in the sciences. The students worked with Dr. Joseph Horzempa, associate professor of biology in WLU's College of Sciences. Christian and Jennifer investigated exactly *how* a pathogenic microbe (*Francisella tularensis*) invades the red blood cells of its mammalian host.
- The State of West Virginia is moving to one retirement vendor which is TIAA (Empower/Great West were previous options). TIAA will move toward retirement loans rather than collateral loans, reducing fund fees and increasing investment options.
- HR and Employee Engagement Committee (both faculty and staff members) Initiatives for 2019-2020:
  - Implementing new staff recognition awards.
  - Working with the President to reintroduce a Welcome Back Picnic in August 22.
  - Professional Development workshop on Leadership this fall.
- Construction Update
 

Apartments—scheduled completion early September.  
 Track—surfacing underway—scheduled completion August 15.  
 Residence Hall Elevators—completed.  
 Library Elevator—scheduled completion August 31.  
 Arnett Hall HVAC replacement—completed.  
 Sidewalk Repairs—scheduled completion August 22.  
 Renovation of 2<sup>nd</sup> Floor Shotwell Hall—completed.

Shotwell Ramp—scheduled completion August 22.  
 AC Main Hall—scheduled completion August 31.  
 AC Bonar Hall—completed.  
 Resurfacing of Tennis Courts—scheduled completion August 26.  
 Replace Football Field Turf—scheduled completion August 24.  
 House Demolition on Route 88—scheduled completion August 22.  
 4<sup>th</sup> floor Campbell Hall—currently reviewing architectural design.  
 Indoor Practice Facility—scheduled completion September 15.

- Sports Information Director Don Clegg was honored when he is inducted into the Ohio Valley Athletic Conference Hall of Fame at the WesBanco Arena on August 17.
- The West Liberty University volleyball program has won an American Volleyball Coaches Association (AVCA) Team Academic Award for the fifth consecutive season and has been named to the AVCA Honor Roll as one of the Top 25 academic programs in NCAA Division II volleyball.
- The West Liberty University men's tennis program has been honored as a National All-Academic Team by the Intercollegiate Tennis Association for the 10<sup>th</sup> time in the last 11 seasons. In addition, two members of Coach Sam McCullough's youthful Hilltopper squad – sophomore transfer Anton Schulz and true freshman Mauk Smit – were selected as ITA Scholar-Athletes for the 2018-19 academic year.
- The West Liberty University women's tennis program has earned its eighth consecutive national All-Academic Team award from the Intercollegiate Tennis Association (ITA) and two Lady Hilltoppers have been honored as ITA Scholar-Athletes for the 2018-19 academic year. In addition, redshirt freshman Luisa Agudelo and true freshman Anita Ponti received ITA Scholar-Athlete Awards in recognition of their classroom success. To qualify as ITA Scholar-Athletes, players had to earn a varsity letter while maintaining a GPA of 3.50 or higher throughout the 2018-19 academic year.
- Veteran West Liberty University men's tennis coach Sam McCullough has announced his retirement after more than two decades of coaching on the hilltop.

- Treasure Fields, founding coach of West Liberty University's fast-rising Acrobatics & Tumbling team, who recently accepted a position on the staff of Baylor University's national championship program was very grateful to WLU. "I am so thankful for my time on the Hilltop! WLU will always be my family! Thank you for trusting me and allowing me to build something so great! Can't wait to see what the future holds for WLU Acrobatics and Tumbling."



# WEST LIBERTY UNIVERSITY

Media Relations  
219 Shaw Hall  
208 University Drive  
West Liberty, WV 26074

Maureen Zambito  
Director of Media Relations  
Office: 304.336.8203  
maureen.zambito@westliberty.edu

## Media Relations End of Year Report, July 2019 (end of Fiscal year)

*Media Relations — building brand awareness and sharing good news to generate admissions!*

Since my office generates earned media, there are no ad buys or cost, other than employee salaries. Media Relations consists of one fulltime employee and two part-time student workers.

During the **2018 – 2019 Academic Year**, Media Relations created and dispersed **174 press releases**, now posted on the News Archive ([westliberty.edu/news](http://westliberty.edu/news)), averaging more than **three releases per week**. Besides generating fresh web content, these releases are distributed to media and appeared in a variety of print, online, television, radio and social media publications and posts.

Recently, I added a dedicated search option for the News Archive that will pull news stories only, making research easier for both campus and reporters seeking topical information.

**Press Release Categories** highlight student success or feature faculty news, administration accomplishments, alumni stories or athletics. (Note: WLU has [hilltoppersports.com](http://hilltoppersports.com) for total sports coverage, led by Sports Information Director Don Clegg.)

Some of the Press Releases resulted from formal Press Conferences, which I plan and execute as part of my duties, in consultation with the President.

Based on the current rate of \$832.50 per ad (3 x 5 size open space) in the Wheeling paper, this work would total six figures in print advertising alone and this doesn't reflect larger sized articles with images, or TV coverage, radio, social media, other news outlets and word of mouth, which increases the value of press releases even more. Earned media supports marketing and has a cumulative value since repetition drives a brand.

### Beyond Press Releases

- I also respond to media inquiries. Many of these are from local TV news that result in coverage by Channel 7 and 9 and require research and reply. I usually turn to professors for expert commentary as a result of news inquiries.
- I maintain good communications with the Higher Education Policy Commission and higher education reporters throughout the state. Other publications that run our news regularly include both the West Virginia Executive magazine, the WV State Journal (business weekly) and Neuron (science magazine).

- I handle crisis communication as necessary when WLU comments are needed. These situations require 24-7 phone coverage so I'm always available by cell phone.
- I serve on the Critical Incident Response Team, led by Chief Joseph Montemurro that meets monthly to update skills and plan for disasters, shootings and emergencies.
- All WLU news is posted on social media and there are countless reposts, photos sharing and likes. The Facebook page I administer (West Liberty University) has 11K likes, and on Twitter, WestLibertyU has 4,115 followers and 8,264 likes as of July 21, 2018.
- Media Relations outreach via My Emma email marketing included 72 emails to constituents over the past year, including a monthly President's newsletter. Other My Emma emails are created as needed at the request of the Alumni Office and WLU Foundation. The total email audience for My Emma is around 9,162, which includes employees, students, donors, alumni and others.
- During the academic year, two student workers work and gain experience in Media Relations. Students create and send the Hilltopper Headlines on-campus newsletter and compose and transmit the electronic sign messages on the Union building. Students also cover events and develop PR and camera skills. I also helped the English Dept. by taking on an unpaid intern because the student needed writing hours to graduate.
- I snap photos to support press releases and WLU in general, including the webpage. Many of my photos appear in local media, increasing the dollar value further of earned media. All images are stored in Dropbox for marketing and web use.
- Headshots for students or employees are available by contacting me.
- I also serve on the Enrollment Planning Committee

Media Relations is serve, share and support the public relations needs of the Board of Governors, WLU Foundation Board, cabinet, deans and colleges, so please contact me anytime with news tips, comments, suggestions — and corrections! Thank you.