



Staff Council Meeting

**November 17, 2022**

**10AM**

**Student Leadership Center, College Union/ZOOM**

**Attending:** Tasha Taylor, Jason Koegler, Ann Saurbier, Kelly Baker, Yodev Ocasio, Leeann Cohen, Chris McPherson, Ryan Glanville, Peggy Howell, Jason Coleman, Maureen Zambito, Mia Szabo, Tammi Secrist

- I. Call to Order
  - a) Motion – Ann Saurbier
  - b) Second – Kelly Baker
  - c) Time – 10:07 AM
- II. Update from Cabinet Member – Jason Koegler (External Affairs)
  - a) November 1 is 15 year anniversary for Jason at WLU (3 different Presidents during that time)
    - i) Development Office to Institutional Advancement to External Affairs (with some of the functions being moved around; e.g. Marketing, Foundation)
  - b) With budgets continuing to be tight, External Affairs helps advocate for additional support from donors, the state, and other sources
  - c) Areas that President Evans wanted specific focus: MKT, Alumni Engagement, and Highlands
    - i) Highlands Center (~\$300,000/year in rent plus other costs/expenses associated with operation); currently only 6 classes scheduled there – all have gone hybrid
      - (1) Hired Exec Dir to oversee operations and to assist in developing engagement/revenue opportunities for facility (e.g. testing center)
      - (2) Placement and branding scenario presented recognition challenges
      - (3) Requested \$1 million from Ohio County Commission to assist in developing initiatives – Ohio County Commission vision of the space was not aligned with the proposal
      - (4) Currently exploring ways to downsize space to keep presence and recommending to vacate current space entirely
  - d) Alumni Engagement



- i) Want to build on the ground following and those that are engaged and advocate for the University and giving (even in small amounts)
- ii) Realization that most donors are from classes of 1950's and 1960's
  - (1) Attribute this to the memories of those that had a full campus experience (more living on campus) where from that time forward more students were living off campus
- iii) Developing strategy to focus on younger alumni with an eye towards advocacy and engagement/giving
- iv) Amanda Bennett hired to assist in this shift
- v) Social media and alternate meeting options (virtual)
- vi) National Alumni Advisory Board and affinity groups, and Sustaining Membership Program (part of Giving Tuesday)
  - (1) Sustaining Membership Program is \$50 donation to Foundation with specific benefits (funds go to Foundation, previously had gone to Alumni Association so these funds directly support students)
- e) Marketing
  - i) Developing plans to tell the stories of specific programs, students, and employees
  - ii) Awareness that website needs improvement to support these initiatives
    - (1) Number of pages, broken links is an issue
    - (2) Initiative moving forward is functionality and less pages
- f) Legislation – Another piece of External Affairs
  - i) Campus Carry – If passed would have, estimated, \$5 million cost associated with supporting this if passed
  - ii) Tenure Elimination – This is another item that is being discussed in state legislative discussions
- g) Student Leadership Center in College Union - \$5,000 from External Affairs to help upgrade space since Wall of Honor is now in Library
- h) Questions
  - i) Opportunities for additional funding from state? (Ann Saurbier)
    - (1) Jason response



- (a) Jason response – Legislative body seems to be anti-education (specifically public education); large institutions (e.g. WVU, Marshall) have alumni that are more tied to the state legislature and seem to get higher priority for funding; this can leave regional institutions to be vying for what is left and what they can get
  - (b) Funding Formula current discussion – can research legislature which includes performance being tied to additional funding opportunities
  - (c) State funding has continued to decrease from 1980's to present
  - (d) Currently 18% of operating budget from state with rest coming from tuition and other revenue generating initiatives – this is a concern moving forward as tuition continues to rise to cover costs
- i) WVU taking over Wheeling Hospital to WVU-Medicine; is there a branch campus initiative in this area with WVUs current presence as a threat to WLU? (Ryan Glanville)
- i) Jason response
    - (1) Already impacting our campus with College of Sciences growth – which require clinical rotations and experiences
      - (a) OVMC closes with Reynolds and Wheeling having WVU Medicine controlling operations; will these facilities create restrictions/limitations to students having access to these clinical opportunities; ultimately received commitment that for at least next couple years WLU students would still have access to placements at these WVU-Medicine facilities
    - (2) Concerns with other local institutions (Wheeling, Bethany) and their futures and what will become of those properties if no longer functioning as they are now
    - (3) Also point to the Pennsylvania state colleges and what has happened over the past year in combining the state institutions to share costs
    - (4) This goes back to our alumni engagement and creating those on the ground that can advocate for the WLU story, successes
- j) What is the current state of the Highlands facility? (Tasha Taylor)
- i) Jason response
    - (1) Discussions are what is the future.



- (2) Public message is that WLU is very interested within the short term (3ish months) to consider downsizing and is that action does not work to consider removing position at the Highlands
- (3) Relationship with the Ohio County Commission is strong so also working with them to understand how to benefit WLU and that area
- (4) There is an exclusivity clause that WLU has at The Highlands that excludes other institutions of having a presence in that area – have to consider what the value of that exclusivity is in regard to keeping others out of that area/space

### III. Meeting Minutes – October

- a) Motion – Ann Saurbier
- b) Second – Yodev Ocasio
- c) Time – 10:44 AM

### IV. ACCE Update – Yodev Ocasio

- a) Have not received responses from HEPC to attend most recent meetings
  - i) Asking to set up in-person meetings for updates since there are no email responses let alone presence at meetings
- b) HEPC has been working on a market study which is looking into median pay compared to industry standards
  - i) One of employees who left HEPC was doing this study so that initiative has come to a standstill after already having been delayed multiple times
- c) Surveys to institutions about what barriers exist to people picking up additional work (committees, etc.)
  - i) This is ready to send, but confirming how to send out in the best way possible to all employees that should be receiving
  - ii) HEPC willing to assist with SurveyMonkey access, but don't want to send out through HEPC as a whole
  - iii) Asking to send out from individual institutions as opposed to from the state level
  - iv) Unsure when this will be sent and how it will be administered

### V. BOG Update – Ryan Glanville

- a) Presidential Search Committee will be meeting this Monday (November 21) with regular December BOG meeting happening



- b) RFP looking to vendors for a search firm to assist with this process
- c) Timeline – will be assessing this as the process moves forward – no specific information has been shared to this time

### VI. Old Business

- a) Fundraiser – draw was on Tuesday as opposed to initial Monday draw date
  - i) Low number of people who sold tickets this time compared to last spring's fundraiser
  - ii) Advocate for full support in the future for these efforts to be successful
  - iii) This fundraiser was more difficult to sell tickets compared to the meat/freezer fundraiser in the spring
  - iv) May have to take money out of general fund to cover small amount of costs

### VII. New Business

- a) Election Committee – Decided first of the year and putting this together with elections in April
- b) Advocate for people sharing their ideas, successes, and requesting to get on agenda as able

### VIII. Meeting Adjourn

- a) Motion – Ann Saurbier
- b) Second – Kelly Baker
- c) Time – 11:05 AM