

# WEST VIRGINIA UNIVERSITY AT PARKERSBURG BOARD OF GOVERNORS

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OCTOBER 13, 2010  
AGENDA

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## Members

Cindy Bullock  
Keith Burdette  
Joe Campbell  
Steve Chancey  
Cheryl Donohoe  
Gerard El Chaar

Curtis Miller  
Gregory K. Smith  
Rock Wilson  
Matthew Santer  
Violet Mosser  
Teresa Wamer

Marie Foster Gnage  
President



# SCHEDULE

## **West Virginia University at Parkersburg Board of Governors**

**Wednesday, October 13, 2010**

5:15 p.m.	Board Meeting	Room 2209-2211
	Possible Executive Session	President's Conference Room

WEST VIRGINIA UNIVERSITY AT PARKERSBURG BOARD OF GOVERNORS  
 Meeting of October 13, 2010  
 5:15 p.m. - Rooms 2209-2211

1.	Call to Order	Board Chair, Joe D. Campbell	
2.	Roll Call	Patsy Bee Executive Assistant to the President	
3.	Board Chair Report	Chairman Campbell	
4.	Possible Executive Session under the authority of WV Code §6-9A-4-2A		
	<ul style="list-style-type: none"> <li>• Honorary Degrees for December Commencement</li> <li>• Personnel Actions</li> </ul>		
5.	Approval of Minutes		
	<ul style="list-style-type: none"> <li>• Regular Meeting - August 11, 2010 Meeting.....</li> <li>• Emergency Meeting/Conference Call – September 10, 2010.....</li> </ul>		5 10
6.	President’s Report	Dr. Marie Foster Gnage President	
7.	Committee Reports		
	<ul style="list-style-type: none"> <li>• Executive Committee</li> <li>• Audit Review Committee</li> <li>• Administrative Services Committee</li> <li>• Academic and Student Services Committee</li> <li>• Campus Development Committee</li> </ul>	Chairman Campbell Rock Wilson Gerard El Chaar/Greg Smith Cindy Bullock Curtis Miller	
8.	Action Items		
	<ul style="list-style-type: none"> <li>• Architect Design for Downtown Center</li> <li>• Architect Design presentation for the Child Development Center and the Applied Technology Center</li> </ul>	Dave White, Director..... Facilities/Grounds Dr. Marie Foster Gnage.....	12 13
9.	Information Items		
10.	Consent Agenda		
	<ul style="list-style-type: none"> <li>• Honorary Degrees for December Commencement.....</li> <li>• Bookstore and Textbooks Policy.....</li> <li>• Naming Policy.....</li> <li>• Caperton Center Memorandum of Understanding.....</li> </ul>		14 15 22 25

11. Board Comments/Announcements

- AILEY II *A Celebration of American Dance*, Thursday, October 21, 2010 at 7 p.m.  
– College Activities Center

12. Next Meeting

Date: December 8, 2010  
Location: Room 2209-2211  
Time: 5:45 p.m.

12. Adjournment

**MINUTES  
WEST VIRGINIA UNIVERSITY AT PARKERSBURG  
BOARD OF GOVERNORS**

**August 11, 2010**

A regular meeting of the West Virginia University at Parkersburg Board of Governors was held on Wednesday, August 11, 2010 at the WVU Parkersburg beginning at 5:15 p.m. Board members present were: Joe Campbell, Curtis Miller, Matthew Santer, Violet Mosser, Teresa Wamer, Keith Burdette, Rock Wilson, and Gerard El Chaar who participated by conference phone. Absent was Cindy Bullock. Others present included Dr. Marie Foster Gnage and Patsy Bee.

Guests present included members of the Legislature, WVU at Parkersburg Foundation Board of Directors, community members, administrators, faculty, and staff.

**1. Call to Order**

Mr. Campbell, Chair of the WVU at Parkersburg Board of Governors, called the meeting to order.

**2. Roll Call**

Roll Call was taken by Patsy Bee, Executive Assistant to the President, noting that a quorum was present.

**3. Board Chair Report**

Chairman Campbell welcomed guests.

- Fall Board Retreat. Mr. Campbell announced that the Fall Board Retreat will be held on the same day as our next scheduled Board meeting on October 13. He noted this session will provide orientation for any new members, training for current members and an opportunity to meet with Foundation Board members on future collaborations.
- Critical Dates. Mr. Campbell reminded Board members to review the critical dates that were provided in their agenda packets for future meetings for this year.

**4. Executive Session under the authority of WV Code §6-9A-4-2A**

No Executive Session was held.

## **5. Minutes**

Minutes of the regular Board meeting scheduled on June 9, 2010 were approved upon a motion by Mr. Miller and second by Mr. Smith.

## **6. President's Report**

President Gnage welcomed members of the Board and guests. She thanked members of the Legislative delegation and members of the WVU at Parkersburg Foundation for their continued support. President Gnage updated Board members on events since the last meeting. She announced the hiring of the new procurement Director, Mr. Sampath Nagraj, and the new director of development, Ms. Susan "Kim" Jones, who will also serve as the new Executive Director of the WVU at Parkersburg Foundation. President Gnage provided an update on appropriations that were awarded to the Downtown Center Project. Congressman Molohan's office announced a \$1,000,000 appropriation for the project, and Senator Jay Rockefeller's office has announced a \$250,000 appropriation that was submitted previously to the late Senator Robert Byrd. President Gnage also announced that she has been appointed to the Executive Committee for the American Association of Community Colleges Board of Directors.

President Gnage introduced Dr. Rhonda Richards, Sr. Vice President for Academic Affairs. Dr. Richards provided an update on Career Ladder Effort – Two and Four Year Programs Road Map and Non Traditional Programs. Dr. Richards provided materials on Career Pathways, and the Baccalaureate Planning Document.

## **7. Committee Reports**

- Executive Committee – Mr. Joe Campbell, Chair

The Executive Committee did not meet.

- Audit Review Committee – Mr. Rock Wilson, Chair

The Audit Review Committee did not meet.

- Administrative Services Committee–Mr. Gerard El Chaar/Mr. Greg Smith Co-Chairs

Mr. Smith reported that updates were provided on facilities and capital planning on the memory garden/clock tower project; 3 story stairwell; salt/motorcycle storage building; Caperton HVAC; projects at Jackson County Center (new carpet, patio replacement and parking lot paving); Downtown Center; Applied Technology building and the Child Development Center. In Business Services they were provided an update on fall semester preparations including notices to students and issues with the bookstore; and the new procurement director was introduced. In Information Technology they were provided an update on the wiring; lab and machine updates; wireless update; staffing; Donor Perfect; Schedule 25; and update on meeting with Hewlett Packard Representatives. Human resources provided an update on recently filled positions and current open positions.

- Academic and Student Services Committee – Ms. Cindy Bullock, Chair

Mr. Miller reported that Academic Affairs provided updates on grants; Baccalaureate Planning Document; WV Community and Technical College System Virtual Community College at Parkersburg; and Student Success Planning Document. Workforce and Community Education provided updates on process FastTrack enrollment; changes in reporting data; and update on Business and Industry training. Student Services provided an update on enrollment; Unplanned Pregnancy Project; counselor position; and athletic clubs.

- Campus Development Committee – Mr. Curtis Miller, Chair

Mr. Miller reported that the Campus Development Committee met to discuss the Naming Opportunities and they received an update on the new construction projects.

## **8. Action Items**

- Institutional Undergraduate Tuition and Fee Waivers

Mr. Underwood, Vice President for Student Services provided a report on the Institutional Undergraduate Tuition and Fee Waivers. Mr. Burdette moved to approve the following resolution:

*Resolved*, That the West Virginia University at Parkersburg Board of Governors enter this report of the Institutional Undergraduate Tuition and Fee Waivers for FY 2009-10 into its minutes. Mr. Miller seconded the motion. After questions and discussion by the Board, the motion passed.

## **9. Information Items**

- Update on Major Construction Projects

Dave White, Director of Facilities and Grounds, provided a power point presentation to update Board members on the following major construction projects:

- Downtown Center
- Applied Technology Building
- Child Development Center
- Student Square (Clock Tower)

- Update or Formation of Bookstore and Textbooks Policy

Teresa Wamer, Student Government President and member of the task force to review the Bookstore and Textbook policy provided the following report:

Series 51 requires the WVU at Parkersburg Board of Governors to adopt a policy addressing these points by November 22, 2010. To address this requirement,

President Gnage appointed an ad hoc task force for the purpose of formulating a preliminary policy draft during the summer. The task force was chaired by Maggie Berdine, Professor of English, and included Teresa Wamer, President of the Student Government Association; Michele McVey, Manager of the Barnes & Noble Bookstore at WVU Parkersburg; Lauriel Edwards, Administrative Associate for the Business, Economics and Mathematics Division; and Debbie Richards, Special Assistant to the President. A preliminary policy proposal was presented to the Board and will be shared informally with faculty and students upon their return to campus this month so that their input may be sought or their questions answered. The proposal will then be posted for public comment prior to the Board's October meeting. The final policy proposal will be presented for the Board's approval on October 13, 2010.

- Update on Academic Programs

Dr. Rhonda Richards, Sr. Vice President for Academic Affairs reported that West Virginia University at Parkersburg has added three degree certificate programs and three additional majors to the Associate of Applied Science degree. These additions have been approved through the appropriate curriculum approval channels on campus and submitted to Charleston for inclusion on the institution's degree inventory. Additional updates to the WVU at Parkersburg degree inventory include four programs that have been suspended and two degree name changes. Additions include:

**Degree Certificate in Solar Energy Technology (CIP 150505)**

- Degree Certificate in Energy Assessment and Management Technology (CIP 150503)
- Degree Certificate in Residential/Commercial Electricity (CIP 460399)
- Associate of Applied Science in Machining Technology (CIP 480501)
- Associate of Applied Science in Solar Energy Technology (CIP 150505)
- Associate of Applied Science in Energy Assessment and Management Technology (CIP 150503)

**Suspensions**

- BS Criminal Justice (Collaboration with WV State University)
- BSN Nursing (Collaboration with WVU)
- AS in Data Processing
- AAS in Industrial Maintenance

**Revisions:**

- The listing for BSBA has been updated to separate the degree program from the major. The degree program is BS and the major is Business Administration.
- The name for the Degree Certificate in Industrial Electricity has been changed to Degree Certificate in Electricity and Instrumentation.

## **10. Consent Agenda**

There were no Consent Agenda items.



**11. Board Comments/Announcements**

- Faculty-Staff Professional Development Week (August 16 -20)
- President’s Address 9:00 a.m. Monday, August 16 – Multi-Purpose Room
- Welcome Back Picnic – noon Monday, August 16 – Student Lounge/Court Yard
- President’s Reception for Adjunction Faculty – 5:30 p.m. Tuesday, August 17 – Community Room
- Classes Begin August 23

**12. Next Meeting**

The next regular meeting of the WVU at Parkersburg Board of Governors is scheduled for Wednesday, October 13, 2010 at the WVU Parkersburg main campus.

**13. Adjournment**

With no further business to be discussed, Mr. Burdette moved that the meeting be adjourned, Mr. Miller seconded the motion. Motion passed.

Respectfully submitted,

Patsy Bee  
Executive Assistant to the President

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Joe D. Campbell, Chairman  
Curtis Miller, Secretary

**MINUTES  
WEST VIRGINIA UNIVERSITY AT PARKERSBURG  
BOARD OF GOVERNORS**

**September 10, 2010**

An emergency meeting of the West Virginia University at Parkersburg Board of Governors was held on Friday, September 10, 2010 in the President's Conference Room and by Conference Call beginning at 3:00 p.m. Board members present were: Joe Campbell, Curtis Miller, Keith Burdette, Gerard El Chaar, Cindy Bullock, Matthew Santer, Rock Wilson, Cheryl Donohoe, Violet Mosser, and Gregory K. Smith. Absent were Teresa Wamer and Steve Chancey. Others present included Dr. Marie Foster Gnage and Patsy Bee.

Guests present included administrators, faculty, staff, and media.

**Call to Order**

Mr. Campbell, Chair of the WVU at Parkersburg Board of Governors, called the meeting to order. Chairman Campbell announced that two new Board members have been appointed by the Governor. They are: Ms. Cheryl Donohoe and Mr. Steve Chancey both from Ripley, WV. He welcomed Ms. Donohoe as she was able to join today's meeting by conference call.

**14. Roll Call**

Roll Call was taken by Patsy Bee, Executive Assistant to the President, noting that a quorum was present.

Mr. Campbell requested action be taken on the Downtown Center Roof before moving into Executive Session to discuss Salary Enhancements.

**15. Action Item**

- Downtown Center Roof

Following a report by Mr. Sampath Nagraj, Procurement Director, and discussion/ questions by Board Members, Mr. Smith moved to approve the following resolution:

*Resolved*, That the West Virginia University at Parkersburg Board of Governors approves the Downtown Center Roof project for West Virginia University at Parkersburg as presented with the stipulation that the Procurement Director continue to pursue additional leasing options that may be more feasible, and without using the building as collateral.

Mr. Burdette moved to second the motion. Motion passed.

**16. Executive Session under the authority of WV Code §6-9A-4-2A**

Chairman Campbell entertained a motion to go into Executive Session to discuss Salary Enhancements. Mr. Burdette moved that the Board go into Executive Session. Ms. Mosser seconded the motion. The motion passed and the Board went into Executive Session at approximately 3:20 p.m. At approximately 4:35 p.m., Mr. Smith moved that the Board return from Executive Session. Mr. Miller seconded the motion. The motion passed.

**17. Action Item**

- Salary Enhancements

Following a report by Dr. Marie Foster Gnage, Mr. Burdette moved to approve the following resolution:

*Resolved,* That the West Virginia University at Parkersburg Board of Governors approves the Salary Enhancements for West Virginia University at Parkersburg for 2010-2011 as presented which would be a one-time salary enhancement in the amount of \$500 for classified staff, and \$1,000 for faculty and non-classified staff. Mr. Burdette noted that the Board had approved at its June meeting a salary increase for classified staff to move them 50% of the remaining gap on the classified staff salary schedule.

Mr. Miller seconded the motion. Motion passed.

**18. Next Meeting**

The next regular meeting of the WVU at Parkersburg Board of Governors is scheduled for Wednesday, October 13, 2010 at the WVU Parkersburg main campus.

**19. Adjournment**

With no further business to be discussed, Mr. Smith moved that the meeting be adjourned, Mr. Burdette seconded the motion. Motion passed.

Respectfully submitted,

Patsy Bee  
Executive Assistant to the President

Joe D. Campbell, Chairman

Curtis Miller, Secretary

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**West Virginia University at Parkersburg Board of Governors  
Meeting of October 13, 2010**

**ITEM:** Architect Design for Downtown Center

**RECOMMENDED RESOLUTION:** *Resolved,* That the West Virginia University at Parkersburg Board of Governors approves the façade design for the Downtown Center before the project goes out for public bid.

**STAFF MEMBER:** Dave White  
Director, Facilities and Grounds

**BACKGROUND:**

WVU at Parkersburg recommends approval by the Board of Governors of the design of the Downtown Center façade before the construction project goes out for public bid.

**Meeting of October 13, 2010**

**ITEM:** Architect's Presentation for the Child Development Center and the Applied Technology Center

**RECOMMENDED RESOLUTION:** *Resolved,* That the West Virginia University at Parkersburg Board of Governors approves the presentation for the preliminary site and design of the two buildings.

**STAFF MEMBER:** Marie Foster Gnage, President

**BACKGROUND:**

The WVU at Parkersburg Board of Governors approves the preliminary site and design of the two buildings. The purpose of the action is for Board of Governors' approval of the presentation for the preliminary site and design of the two buildings so architects may proceed with work on final design.

**Meeting of October 13, 2010**

**ITEM:** Approval of Honorary Degree Candidate

**RECOMMENDED RESOLUTION:** *Resolved,* That the West Virginia University at Parkersburg Board of Governors approves one Honorary Degree from West Virginia University at Parkersburg, as named by President Gnage and to be announced publicly at the December 17 Commencement.

**STAFF MEMBER:** Marie Foster Gnage, President

**BACKGROUND:**

West Virginia University at Parkersburg requests approval of one individual for honorary degree. This recommendation is presented to the Board of Governors with the endorsement of the Honorary Degree Screening Committee and the Faculty Senate.

Information about the nominee will be presented by Dr. Marie Foster Gnage.

**West Virginia University at Parkersburg Board of Governors  
Meeting of October 13, 2010**

**ITEM:** Revised Policy E-48, Bookstores and Textbooks

**RECOMMENDED RESOLUTION:** *Resolved*, That the West Virginia University at Parkersburg Board of Governors approves the adoption of Policy E-48, Bookstores and Textbooks, as revised.

**STAFF MEMBER:** Debbie Richards  
Special Assistant to the President

**BACKGROUND:**

The West Virginia Council for Community and Technical College Education adopted a Procedural Rule, Series 51, Bookstores and Textbooks, as the outcome of recommendations made by a Statewide Task Force on Textbook Affordability effective May 22, 2010. The major provisions of the rule require governing board rules to:

- Address the mandates in W. Va. Code § 18B-10-14 and the federal Higher Education Opportunity Act regarding textbooks and course materials
- Address the recommendations of the Statewide Task Force
- Require deadlines for the selection of textbooks prior to a semester, so that students and parents will have ample time to pursue various purchasing options
- Provide for a Textbook Affordability Committee to advise the governing board
- Consider nationally recognized strategies that have been identified as reducing textbook and course materials costs

Series 51 requires the WVU at Parkersburg Board of Governors to adopt a policy addressing these points by November 22, 2010. The attached proposed replacement of the Board's existing Policy E-48, "Bookstores," strictly adheres to the guidance of Series 51. A preliminary draft of this proposal was shared with the Board of Governors at its August 11, 2010, meeting. A 30-day public comment period was announced on August 26, 2010, ending September 25, 2010. A compilation of comments received and the institution's responses to them is attached.

Approval of the proposal as presented is recommended.

**COMMENTS RECEIVED**  
**Revised Policy E-48, Bookstores and Textbooks**  
Public Comment Period: August 26 – September 25, 2010

<b>Date Received</b>	<b>Comments</b>	<b>Revisions to policy proposal</b>
8/27/10	<p>The only thing I could see from reading the attached material was an area in which the attending students at WVUP might be helped. In particular, for the dispersment of out-dated computers, software, desks, book shelves, chairs, etc. I know many students who are hungry and barely make it at home while strungling to educate themselves. To get a chance at the gifting of some of the items mentioned above would truly make a huge difference in making studying more accessible and give some of the less advantaged a place to sit and study. Perhaps, you could give to the students with the best grades that have proven themselves.</p> <p>I have what I need now but have experienced being without furniture, food, and gas money and feel there must be others in the same situation at this time.</p> <p>It would mean less money for the school but it might be something that could be used as a tax write-off. Maybe those in the field of humanities and/or social work could organize a program for this as part of a class project to introduce them into the world of assisting the public. In that way, no employees would have to be paid to run it.</p>	None
8/30/10	<p>4.1.2. No employee of the governing board may receive any payment, loan, subscription, advance, deposit or money, service benefit or thing of value, present or promised, as an inducement for requiring students to purchase a specific textbook or supplemental course materials, <del>provided, However, that</del> an employee may receive royalties or other compensation from such sales that include the employee's own writing or work.</p>	Revised as recommended
9/22/10	<p>It is not clear why the above distinction is being made. If the faculty member's workbook or textbook with worksheets can still be sold as a "supplement," why can't it be sold as the course "textbook" if this item is in itself deemed sufficient by the instructor for the course? Also, if his or her workbook/textbook with worksheets can be sold as the sole text for other faculty members' courses and if considered one of the better choices for that particular course, why shouldn't the author be able to use this item as the solo text in his or her own course? This provision might not only be unfair to the faculty member, but it could also result in costing students more money since, in order to use his or her own workbook/textbook with worksheets in the course as a supplement, an additional textbook would need to be added to the required book list. Might this provision impinge on academic freedom since it could unduly affect the content of the course?</p> <p>The phrase "to the maximum extent practicable" is not sufficiently clear. Who determines what is "to the maximum extent practicable"? Does the faculty member get to make this determination him or herself? Can a division chair insist that the faculty member must use an earlier edition despite the reasons offered by the instructor who would prefer to use a new edition? If the faculty member does not make the final determination regarding which textbook edition should be used for his or her class, does this unduly interfere with academic freedom? Similarly, who determines if earlier editions can be "easily</p>	None



	<p>and appropriately utilized” in the class”? Would this be a decision that the course instructor would make – or could his or her judgment be overruled? If a faculty member is accorded this choice and consistently chooses new editions, might this jeopardize his or her employment or course assignment? In other words, might undue pressure be placed on faculty to make certain decisions regarding textbook editions? What guarantee would faculty have that their position at the college (either in terms of being rehired or in terms of course assignments) would not be jeopardized as a result of book ordering decisions they were allowed to make?</p> <p>The above statement which forbids the faculty member from selecting another textbook when a deadline is not met seems too inflexible. Let’s say the faculty member is one day late (due to illness, for example) and the chair and the bookstore manager think it’s still quite feasible to order a different book as per the faculty member’s “late” request. Is what is feasible and reasonable (under the circumstances) <u>forbidden</u>? And what would be the consequences if the order were changed anyway for the sake of ordering a more suitable text? Or: what if the wrong book was chosen by the chair? Or: what if a different or new faculty member is assigned to the course early enough for the bookstore manager to honor his or her request for a change in title, would making this change be <u>forbidden</u>? Might establishing an inflexible policy that forbids changing a textbook title after a given deadline no matter what the reason risk reducing the quality of the students’ education since a less than optimal book might be required for the course?</p> <p>Conceivably, after the book order deadline, a faculty member might come across a new publication especially well-suited to his or her class. Would it be contrary to this policy if the instructor submitted this book order after the deadline (without cancelling what had already been ordered) if there were still time for the additional book to arrive before the start of the new semester? Would that be a problem?</p> <p>The above provision (4.1.4.e) might contravene academic freedom. Also, it’s likely faculty teach best when they select the materials/approach to be used in their particular course. After all, there are many ways to approach any subject matter and each faculty member should be able to decide which approach he or she considers best suited for the course objectives. In addition, as mentioned above, the phrase “to the maximum extent practicable” is vague regarding who determines what is “practicable.” In this case, it’s also unclear who would decide what the common text(s) would be. In some courses, such as literature courses, the choices are (fortunately) extremely wide-ranging. A provision which encourages – or expects -- faculty to use the same textbook for all courses with multiple sections could hamper teaching innovation and excellence. Faculty can, of course, benefit from knowing what texts their colleagues recommend and may choose to order the same ones, but the question is whether they should be required to do so.</p> <p>Aside from covering the costs involved in maintaining the bookstore facility, why not ask the university to use the remaining money to help reduce the cost of textbooks?</p> <p>Does the price refer to what someone would pay if the book were purchased directly from the publisher? Wouldn’t the faculty member also need to know how much the book would cost in the bookstore?</p> <p>Does provision 5.1.1. apply to books that the faculty member chooses without “solicitation” from the publisher?</p> <p>What if the information is forthcoming but to wait for it to come in</p>	
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	<p>writing will mean that the faculty member cannot meet the bookstore ordering deadline? Should a standard procedure/form be in place so this provision can be followed smoothly/conveniently.</p> <p>The phrase “educational opportunities” is vague. What exactly does this mean with regard to a Textbook Affordability Committee? Should a couple of publishers be represented on the committee – perhaps on a rotating basis – to get an industry perspective?</p> <p>What if a faculty member is selecting a textbook that has no “equivalent” being offered by another publisher. Consider, for example, a contemporary literary work that only has one publisher – would the faculty member be <u>required</u> to consider a different literary work for the purpose of following this provision even if he or she considers this particular literary work the optimal selection for the course? What are the consequences if he or she has not considered another text? Will the instructor be required to submit in writing the other texts that were considered, and if cheaper, the reasons one of the other texts was not selected? Or is it left to the faculty member to determine what is “practicable”?</p> <p>How can faculty know whether a new edition will be published in “the near future” (How near is “near”)?</p> <p>Can these copies be purchased with the money paid to the college by the bookstore to use the campus facility – or could the bookstore donate a copy of each book and in return have the company’s facility usage charges reduced accordingly? Otherwise, how would the university purchase all these copies? This would be very costly.</p> <p>At the beginning of the semester, some faculty already do place spare copies of textbooks on reserve in the library to assist students who have not yet received their financial aid. If textbooks for all courses are in the library for students’ use throughout the semester, would financial aid be reduced since the students may not need to buy the textbooks after all?</p> <p>Thank you for considering the above comments and questions.</p>	
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**POLICY E-48  
BOOKSTORES AND TEXTBOOKS**

**Section 1. General**

- 1.1. Scope: Policy regarding Bookstores and Textbooks at West Virginia University at Parkersburg.
- 1.2. Authority: [W.Va. Code § 18B-10-14](#) and CCTC Title 135: Procedural Rule: [Series 51](#).
- 1.3. Effective Date: \_\_\_\_\_ (Supersedes version titled, "Bookstores," dated November 2, 2007)

**Section 2. Purpose**

- 2.1 The purpose of this policy is
  - a. To fully and adequately address the mandates in W. Va. Code § 18B-10-14 regarding the operation of bookstores and the actions of employees of the institution in the selection and adoption of textbooks and course materials.
  - b. To effectuate the mandates regarding textbooks and supplementary course materials set out by Congress in the [Higher Education Opportunity Act](#) (HEOA) enacted on August 14, 2008, and any successor to that Act.
  - c. To address the recommendations of the Statewide Task Force on Textbook Affordability contained in the final report of that Task Force jointly adopted by the Higher Education Policy Commission and the Council for Community and Technical College Education (Council).

**Section 3. Establishment of Bookstore(s)**

- 3.1 The President of West Virginia University at Parkersburg or his/her designee will establish a procedure for the establishment and operation of a bookstore to sell books, stationary and other school and office supplies generally carried in college bookstores. Bookstores will be managed in compliance with West Virginia Code § 18B-10-14 and CCTC Title 135: Procedural Rule: Series 51.

**Section 4. West Virginia Code Procedural Requirements**

- 4.1 This policy addresses the statutory mandates of W. Va. Code § 18B-10-14 in order to minimize the costs to students for textbooks and course materials:
  - 4.1.1 To the maximum extent practicable, the bookstore will repurchase used books from students at the end of each semester, based on the new textbook price and demand.
  - 4.1.2. No employee of the governing board may receive any payment, loan, subscription, advance, deposit or money, service benefit or thing of value, present or promised, as an inducement for requiring students to purchase a specific textbook or supplemental course materials. However, an employee may receive royalties or other compensation from such sales that include the employee's own writing or work. An employee may also receive free sample copies, instructor's copies and instructional material but may not resell those items and retain the proceeds.
  - 4.1.3. No employee of the governing board may require for any course a textbook that includes his or her own writing or work if the textbook incorporates either detachable worksheets or workbook-style pages intended to be written in or removed from the textbook. This does not prohibit an employee from requiring as a supplement to a textbook any workbook or similar material which is published independently from the textbook.

- 4.1.4. To the maximum extent practicable, the textbook selection procedure will
- a. Ensure that basic textbooks will be utilized for a reasonable number of consecutive years without new editions being adopted, or select basic textbooks where earlier editions are easily and appropriately utilized in the courses, or utilize e-books.
  - b. Establish firm deadlines for faculty to be assigned to courses and textbooks and course materials to be selected prior to each semester.
  - c. Institute a default selection of certain textbooks, continue the use of the previous textbook, or have a chair or dean select the textbook when deadlines are not met. Any such default selection must be strictly enforced and faculty not be allowed to change the selection.
  - d. Ensure that used textbooks, if available, can be located and purchased by the time of enrollment each semester.
  - e. Utilize the same title(s), excluding any supplements to the textbooks, for courses with multiple sections.

4.1.5. A listing of all selected textbooks and materials selected and assigned prior to each semester will be prominently posted immediately after such selection process is completed and the textbook and course materials designated for order by the bookstore:

- a. In a central location on campus communicated to the student body
- b. In the campus bookstore;
- c. On the institution's website; and
- d. With the International Standard Book Number (ISBN), edition number and any other relevant information regarding each textbook or supplemental course materials.

4.1.6. By November 1 of each year, the President's designee in consultation with the Bookstore Manager will report to the Chancellor of the Council, for the prior fiscal year, the deadlines established for faculty to be assigned to courses; the deadlines for textbooks and course materials to be selected; the percentages of those deadlines met; and the dates the listing of assigned textbooks and course materials were posted pursuant to the requirements of Section 4.1.5.

4.1.7. All revenue the institution receives from a private entity for bookstore operation will be utilized for non-athletic scholarships at the institution.

## **Section 5. Federal Procedural Requirements**

5.1. This policy addresses the federal mandates regarding textbooks contained in the Higher Education Opportunity Act of 2008 ([Public Law 110-315](#)):

5.1.1. Textbook publishers soliciting any employee of the governing board to select textbooks or supplemental course material will provide that employee, in writing:

- a. The price of the textbook and supplemental course materials;
- b. The copyright dates of the three previous editions, if any;
- c. A description of substantial content revisions from the previous editions;
- d. Whether the textbook is available in other lower cost formats and, if so, the price to the institution and the general public;
- e. The price of textbooks unbundled from supplemental material; and
- f. The same information, to the extent practicable, for custom textbooks.

5.1.2. No employee of the governing board will select or assign a textbook or supplemental course materials if the publisher has not supplied the information, in writing, required by Section 5.1.1 of this rule.

5.1.3. The institution will provide on its electronic course schedule and through a link to its bookstore's website, prior to course enrollment each semester for all required or recommended textbooks and supplemental material:

- a. The ISBN number and retail price, or if the ISBN number is not available then the author, title, publisher and copyright date.
- b. If such disclosure is not practicable, then the designation "To Be Determined."
- c. A reference will be made on any written course schedule to the information available on the electronic course schedule accessible through the institutional website and the internet address for the electronic course schedule.

5.1.4. The institution will include on its website or through a link to its bookstore's website and electronic course schedule any of its policies or provisions for:

- a. Rental of textbooks;
- b. The purchase of used textbooks;
- c. Textbook repurchase or buy backs; and
- d. Alternative content delivery programs.

5.1.5. The institution will update its policies to comply with any future federal mandates.

## **Section 6: Textbook Affordability Committee.**

6.1. The President will establish a permanent Textbook Affordability Committee consisting of faculty, students, administrators and bookstore representatives which will meet periodically, but at least annually, to advise the faculty senate, student government, administration, and institutional board of governors on affordability issues and initiatives, textbook selection guidelines and strategies, and educational opportunities.

6.2. The West Virginia University at Parkersburg Board of Governors will meet annually with the Textbook Affordability Committee to receive any recommendations or reports it may have generated and copies of any such recommendations and reports will be transmitted to the Chancellor of the Council.

## **Section 7. Required Provisions.**

7.1. This policy establishes the following guidelines for faculty in the selection of textbooks and supplementary course materials that ensure appropriate, high quality course materials are selected but give students timely access to the most affordable materials. To the maximum extent practicable,

- a. Faculty will consider more than one textbook publisher and compare prices for textbooks and course materials;
- b. Faculty are strongly urged to select textbooks in which at least 50 percent of the content will be used in the course unless the same textbook will be utilized by the student in other courses;
- c. Faculty are strongly urged to select textbooks that have low cost alternative editions available;
- d. Faculty are strongly urged to select textbooks they believe will not be revised by the publisher in the near future;
- e. Faculty are encouraged to consider utilizing consortiums which make available open source textbooks or course materials to faculty and students free or at low cost;
- f. The President's designee will implement a training program for all faculty, at the time of hire and periodically thereafter, on textbook selection and strategies that guarantee high quality course materials at the most affordable cost.

7.2. To the maximum extent practicable, the bookstore will provide a textbook rental program.

7.3. To the maximum extent practicable, the institution will

- a. place a copy of required textbooks on reserve in the campus library or other accessible area(s);
- b. periodically update its rules to address emerging technologies or new strategies which address textbook affordability.

**West Virginia University at Parkersburg Board of Governors  
Meeting of October 13, 2010**

**ITEM:** Policy on Naming Opportunities

**RECOMMENDED RESOLUTION:** *Resolved,* That the West Virginia University at Parkersburg Board of Governors authorizes a notice of proposed rulemaking for revision of Policy A-06, to address Naming Opportunities, and hereby authorizes adoption of said policy revision without further action by the Board if no comments are received during the 30-day comment period.

**STAFF MEMBER:** Marie Foster Gnage, President

**BACKGROUND:**

Policy A-06 of the Board of Governors presently addresses only the naming of buildings. The attached proposal recommending the replacement of this policy with one addressing the expanded topic of naming opportunities has been formulated on the basis of discussions by the Board's Campus Development Committee.

West Virginia University at Parkersburg recommends a notice of proposed rulemaking to adopt this policy revision. If no comments are received during the 30-day comment period, authorization is sought to finalize this policy proposal following the comment period without further action by the Board of Governors.

West Virginia University at Parkersburg Board of Governors

**POLICY A-06**  
**NAMING OF BUILDINGS OPPORTUNITIES**

**Section 1      General**

- 1.1. Scope. -- Policy regarding the naming of buildings ~~or schools~~, areas or programs.
- 1.2. Authority. -- W. Va. Code § 18B-1-6, §18B-2A-4
- 1.3. Effective Date. – ~~September 6, 2002~~  
–(Transferred from WVU Board of Governors on July 1, 2008)

**Section 2      Procedure Policy**

~~2.1. It will be the policy of the West Virginia University at Parkersburg Board of Governors to establish an official name of a building or school at an institution upon recommendation of the president of the institution with the concurrence of the related advisory committee, when appropriate. Provided, however, that if it is proposed that the building or school be named for a person, such individual must have rendered distinguished educational or other service to the institution and must not have been employed at the institution during the three (3) previous years. An exception may be made by the Board of Governors in the case of the gift of a building.~~

2.1 Offering a naming opportunity provides West Virginia University at Parkersburg with the occasion to recognize exceptional contributions. Such contributions enrich and strengthen the college and its sense of heritage and are significant events in the history of the institution. Therefore, the WVU at Parkersburg Board of Governors will approve names for college buildings, facilities, grounds, and programs that recognize significant contribution to the college through gifts and/or extraordinary service. Having named facilities, landscape features, scholarships and programs is highly prestigious, strengthening the institution's reputation and enriching its heritage. Naming is a major decision that will be a permanent part of the college's history.

**Section 3      Naming Opportunities**

- 3.1 Naming may be made for an individual, family, organization, non-profit foundation or corporation.
- 3.2 Naming opportunities will be available for:
  - a. Buildings and definable portions of buildings and facilities including but not limited to foyers, wings, classrooms, conference rooms, labs, offices, studios, auditoria, theatres, and dining commons;
  - b. Grounds or landscaping improvements, including but not limited to plazas, courtyards, quads and gardens; architectural features such as fountains, bell or clock towers, gates and art work; athletic fields and facilities; natural landmarks, campus entries, and roads;
  - c. Schools, centers, institutes and departments; endowed funds for programs; academic chairs; faculty positions; lectureships and lecture series; fellowships; faculty, staff and student awards; artist in residence positions; and collections.

3.3 The WVU at Parkersburg Director of Development will submit to the Board of Governors through the President an annual inventory report by December of each year identifying the facilities, organizational units and programs of the institution that are available for naming opportunities and the resource potential associated with each.

#### **Section 4 Naming Guidelines**

4.1 A building or organizational unit may be named for an individual, if the individual has rendered distinguished service to the institution or made a significant financial contribution in support of a facility, program or organizational unit.

4.2 If a named facility is demolished or significantly remodeled beyond the original design, a suitable plaque may be installed in a visible location.

4.3 If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, the Board of Governors reserves the right to remove any name that would not reflect positively on the institution, that would conflict with the purpose or mission of the college, or for which gift commitments have not been fulfilled.

4.4 No building, facility, grounds or program will be named for a religious or political organization, cult, service organization or special interest group of any type.

4.5 Naming for individuals or families is expected to last the lifetime of the facility or academic endowment, as does naming for foundations and organizations. Naming for corporations usually spans a specific time period.

#### **Section 5 Gift Donations for Naming Opportunities**

5.1 Gifts must be irrevocable and accessible.

5.2 Gift donations for naming opportunities must be a very significant portion of the cost of construction, or the fair market value of an existing facility, unless the naming opportunity recognizes extraordinary service.

5.3 Pledges may be fulfilled over a period of one to five years.

#### **Section 6 Approval**

6.1 The President of WVU at Parkersburg and the Executive Director of the WVU at Parkersburg Foundation may arrange for naming opportunities; however, final approval must be granted by the WVU at Parkersburg Board of Governors.



**West Virginia University at Parkersburg Board of Governors  
Meeting of October 13, 2010**

**ITEM:** Caperton Center for Applied Technology Agreement

**RECOMMENDED RESOLUTION:** *Resolved,* That the West Virginia University at Parkersburg Board of Governors approves the agreement for the jointly operated Caperton Center for Applied Technology between West Virginia University at Parkersburg and the Wood County Schools with amendments incorporated by the Wood County Board of Education.

**STAFF MEMBER:** Marie Foster Gnage, President

**BACKGROUND:**

The agreement for the jointly operated Caperton Center for Applied Technology between West Virginia University at Parkersburg and Wood County Schools will be presented to West Virginia University at Parkersburg Board of Governors for approval with requested amendments by the Wood County Superintendent of Public Schools Education.