

MINUTES  
WEST VIRGINIA UNIVERSITY AT PARKERSBURG  
BOARD OF GOVERNORS  
October 9, 2019

A regular meeting of the West Virginia University at Parkersburg Board of Governors was held on Wednesday October 9, 2019, in the Francis and Nina Phares Board Room at the WVU Parkersburg Campus, beginning at 3:15 p.m. Board members present were: Donna Smith, Steve Hardman, Joe Oliverio, Jeff Matheny, Jason Landers, John Denbigh, JP Hushion, Chris Cunningham, JB Skidmore, and Miranda Reed. Others present included Dr. Chris Gilmer and Brady Whipkey.

Guests present included administrators, faculty and staff.

**1. Call to Order**

Ms. Smith, Chair of the WVU at Parkersburg Board of Governors, called the meeting to order.

**2. Roll Call**

Roll Call was taken by Brady Whipkey, Chief of Staff to the President and Secretary to the Board of Governors, noting that a quorum was present.

**3. President's Report**

Dr. Gilmer began his report by discussing the launch of The CARE Centers. Beginning with some of the most student-facing offices on our campuses and expanding in time to other centers of excellence, the business office becomes the Center for Accounting and Resource Excellence; the One-Stop Shop becomes the Center for Admissions and Recruitment Excellence; the Professional Advising Center (PAC) becomes the Center for Advising and Retention Excellence.

Next, Dr. Gilmer reported that he has charged Vice Presidents Harris, Crumbaker, and Smith to develop an in-depth cross-training model to be implemented first with the staff of the business office, one-stop shop and PAC, subsequently expanding to other centers of excellence. Not only will the Vice Presidents design the training program in consultation with the staff who will be receiving it, but the Vice Presidents will also provide most of the training using a continuous improvement customer-service model focusing on building breadth and depth of shared knowledge. Dr. Gilmer has also charged Vice President Smith with drafting a long-term recruitment plan, based on national best practices, local data, and local input received as part of town hall meetings held last year. This plan will be built on the life cycle of the student from recruitment through alumni stages, engaging all steps in between the two extremes, and is expected to serve as the basis for a new comprehensive strategic plan, both of which I expect to bring to this body for consideration before the end of this academic year. Stakeholder feedback will be sought in multiple formats and incorporated into the final products.

Dr. Gilmer then reported three projects representative of the many in development at this time include exploration of a partnership with Mister Bee potato chips to revitalize our farm to grow local potatoes to help meet Mister Bee's demand and also to add a "home grown" aspect to the company's product; development of the Arts Collaborative of the Mid-Ohio

Valley, a partnership with independent area nonprofit arts organizations for which the University proposes to serve as a resource partner and convener; and development of a Memorandum of Understanding with the West Virginia Center for Civic Life which might result in location of this highly respected agency on our campus. Each of these three projects is in development. None of the three is yet finalized.

Dr. Gilmer also reported Michele Wilson and her team, and the leadership of the academic divisions, are to be commended for landing five new Learn and Earn grants with five more in the works. In a service area of our size, if they keep up this good work, we have the real opportunity to transform the local workforce. Our workforce team also went from providing 46,000 contact hours of training last year to 96,000 this year and provided over 4,600 skill sets to 2,400 students. We are piloting a new method of counting and reporting students which will allow students enrolled in workforce programs which have traditionally not been for-credit to receive proportionate academic credit for their work, breaking down a long held academic class system, not only here, but nationwide, which preferences the value of some students over other students and which, practically, will also significantly increase enrollment numbers that we report over time.

Next, Dr. Gilmer reported a great number of groups have visited campus and many events have been held since last you met. Representative events include:

- We hosted the Accreditation Commission for Education in Nursing for a site visit which seemed to go extremely well. We await their final report. Kathy Frum and her team are to be commended.
- We hosted the Career and Technical Education/ Community and Technical College Consortium's quarterly meeting during which superintendents and others present expressed appreciation to WVU Parkersburg for greatly enhancing our Early College offerings.
- We hosted Homecoming Week which included a soccer game, election of a royal court, and multiple concerts.
- Ntiva and WVU Parkersburg kicked off our one-of-a-kind Learn and Earn in which students in our computer information technology program are interning to staff a national call center located here on our campus, the only such partnership in the nation between Ntiva and a higher education provider.
- The Mid-Ohio Valley Career Fair attracted more than 100 employers and hundreds of potential employees, and our Friday Night Festival in conjunction with Marietta Main Street was a huge success. Both of these events are to be commended because both of them brought out dozens of our employees as volunteers, definitely modeling the "ownership" model.
- The Live Life Fully event which formally introduced Vice President Smith to the Jackson County Community, held at the Jackson County Center and sponsored by David and Linda Dickirson, attracted more than 100 people who were highly complementary of the significant upgrades we have been making to the JCC campus. Nationally syndicated columnist Linda Arnold was the guest speaker for the event which was a fundraiser for the Violet Mosser Memorial Scholarship Fund.
- The Education Division hosted its annual signing ceremony for education majors and honor society induction, and Dr. David Lancaster and his team are to be commended for an excellent event. Their reaccreditation site visit is scheduled for later this month.
- The McDonough Foundation and other local sponsors hosted on our campus City of

Solutions, an awareness event about the drug crisis highlighting solutions from the Huntington model, with more than 100 people participating.

- Many campus and community volunteers worked to make Pop Con a tremendous success, attracting hundreds of visitors to campus.

Dr. Gilmer then announced he is especially proud to recognize the Fine Arts Committee for the huge amount of work and love which went into sponsoring Poorhouse Week on campus, a series of readings, art shows, tours, and history presentations which culminated in the production of *The Poorhouse Rag*, the first literary journal produced on our campus in many years named in observation of our status as perhaps the only college in the nation built on the site of a county poorhouse farm. Dozens of literary and visual artists had the opportunity to be published and to read and showcase their work, and these artists were the winners in the various categories: Allison Butcher, Madison Sayre, Victoria Voshel, Lisa Hartline, and Logan Mace. I particularly want to recognize the members of the Fine Arts Committee, some of whom are present today: Dr. Sandra Kolankiewicz, Dr. Alicia Beeson, Danielle Kelly, Dr. Lauri Reidmiller, Joyce Stover, and Dr. H.G. Young.

Dr. Gilmer also reported his trip to Washington, DC, was productive during which he presented at the White House Conference on Historically-Black Colleges and Universities; visited with Dr. Walter Bumphus, President of the American Association for Community Colleges, and other AACC leadership; explored my new role as an AACC National Commissioner for College Readiness; and toured the home offices of Ntiva as a guest of CEO Steven Freidkin, securing a \$5,000 pledge to help underwrite the costs of the National Institutes.

Dr. Gilmer then discussed the National Institutes for Historically-Underserved Students annual meeting. We will once again host this gathering of national leaders November 7-9, headlined by Tony, Emmy, Obie, and Drama Desk Award winning Broadway legend Lillias White who will perform a cabaret show and provide a plenary session. Derrick Johnson, National President of the NAACP, the largest civil rights organization in the nation, will provide a keynote address. The college will sponsor several events related to the Institutes, conducted by Institutes delegates, including a leadership workshop for area school districts led by Superintendent Chad Shealy, a campus chat session and a mentoring session for our OPEN project led by transgendered author and motivational speaker Dr. Stacey Reicherzer, and a poetry reading and class visits provided by American Book Award winning poet Aaron Abeyta. You will begin to see significant marketing and media coverage beginning as early as next week and are invited to participate as fully as your schedules and interest allow.

Lastly, Dr. Gilmer provided a thorough report on fall 2019 enrollment. our unduplicated head count enrollment is up 18 percent and our full-time equivalent enrollment is up 4 percent, fall 2019 compared to fall 2018. That translates into 2,840 students, an increase of 435 students, and 1,764 students, an increase of 65 students, respectively. Census date has passed so we anticipate no significant further enrollment fluctuation this semester. I want to thank every member of our college family for answering my call to become recruiters and to make this valiant recovery in enrollment in one short year. The head count enrollment gain is almost unheard of in American higher education, particularly in a national climate of diminishing college enrollment. Now, I give you our

next challenge. Much of the headcount enrollment gain was based on doubling the size of our Early College program in a one-year period, from 449 to 965 students. I am very pleased. This program has the potential to transform higher education, not just at WVU Parkersburg, but nationwide, because it has the capacity to demonstrate to students and their families, while still in high school, that they are indeed capable of successfully completing college level work, ultimately, that they are worthy of and likely to succeed in college. Since Early College is deeply discounted, we do not recognize maximum financial gains based on this program. Still, it is core to our mission, and financially viable as I will demonstrate. While we generated approximately \$35,000 less in tuition overall fall 2019 compared to fall 2018, based on the greatly increased number of Early College students weighed against a much smaller, but significant decrease in traditional students, lost tuition revenue would have increased by roughly \$146,000 to our bottom line without Early College. Thus, in my view, both the financial and the mission cases for Early College are made. So, for our next feat, while we continue to recruit traditional students, we will focus heavily on transitioning our Early College students into full-time traditional students upon high school graduation. To completely cover our investment in Early College, we estimate that we would need to convert one-third of our Early College students into full-time students. Our current conversion rate stands at one-fifth, so this will be a major factor in the new comprehensive recruitment plan mentioned earlier.

#### **4. Approval of Minutes**

The minutes of the Regular Board meeting of August 14, 2019 were approved upon a motion by Mr. Denbigh, seconded by Mr. Matheny.

#### **5. Committee Reports**

- Executive Committee

Chairman Smith reported that the Executive Committee met to discuss updates on enrollment, legal, expansion opportunities, National Institutes, Social Justice Policy, Faculty Senate, and then an open discussion.

- Administrative Services Committee:

Mr. Hardman reported that the Administrative Services Committee met and discussed updates on finance and administration, renovations to facilities and campus, information technology, position vacancy and new hires, and marketing and communication efforts and website updates.

- Academic and Student Services Committee:

Mr. Oliverio reported that the Academic and Student Services committee met and discussed updates on assessment, zoom and three semester schedules, JCC updates, WV Climb, Early College, NACEP Conference, and on WED short term programs, business and industry, and the entrepreneur center/maker space.

#### **6. Executive Session**

Chairman Smith asked for a motion to move into Executive Session. Mr. Oliverio moved to adjourn to Executive Session. Mr. Skidmore seconded the motion. The motion passed and the Board moved into Executive Session, under the authority of WV Code §6-9A-4(b)-(2)(A) at approximately 3:43 p.m. to discuss personnel and legal matters.

Chairman Smith announced that the Board would return to regular meeting at 4:07 p.m. Mr. Oliverio moved to return to regular session. Mr. Denbigh seconded the motion. Motion passes.

## 7. Action Items

- Approval of Revision to Social Justice Committee Policy

President Gilmer, presented to the Board the proposed resolution to approve the revision to the Social Justice Policy.

After review and discussion, Mr. Denbigh moved to approve the following resolution:

*Resolved*, That the West Virginia University at Parkersburg Board of Governors authorizes a notice of proposed rulemaking for rescission of Policy A-61, *Social Justice*, and hereby authorizes rescission of said policy without further action by the Board if no comments are received.

Mr. Oliverio seconded the motion. Motion passed.

- Approval of Funds Transfer from Reserves

President Gilmer, presented to the Board, the proposed resolution to approve the transfer of funds from the reserves. President Gilmer discussed the College did not budget for certain unforeseen legal and personnel matters or to hire consultants. Only whatever portion of approved funding is needed will be moved.

After review and discussion, Mr. Oliverio moved to approve the following resolution:

*Resolved*, that the West Virginia University at Parkersburg Board of Governors approves the proposed movement of up to \$100,000 from reserve funds to facilitate payment of legal and personnel matters and to fund consultants as needed to further study and develop a plan to promote salary equity, to promote outcomes assessment toward HLC compliance, and strategic plan development.

Mr. Cunningham seconded the motion. Motion passed.

- Approval to Negotiate Real Estate Rental Contract

President Gilmer, presented to the Board, the proposed resolution to approve him to negotiate real estate rental contract. President Gilmer discussed WVU Parkersburg, as part of its strategy to continue developing and nurturing strong relationships with the Downtown Parkersburg and Vienna communities, wishes to enter into a three-year lease to rent property at 414 Market Street, Parkersburg, WV. Proposed lease price is set at fair market value. No academic programs will be located at and no formal academic instruction will be undertaken at the downtown location which will function as office and meeting space for the Office of Civic Engagement and Innovation, limited workforce development and recruitment functions, limited experiential learning functions, arts collaborative, and other functions of the University which require or are better fulfilled by proximity to the region's center of business.

After review and discussion, Mr. Oliverio moved to approve the following resolution:

*Resolved*, that the West Virginia University at Parkersburg Board of Governors authorizes President Chris Gilmer to negotiate and complete the rental of real estate on terms discussed and approved by the Board and made known to President Gilmer and in accordance with Board policy and West Virginia law.

Mr. Denbigh seconded the motion. Motion passed.

- Approval of Honorary Degrees

President Gilmer, presented to the Board, the proposed resolution for approval of Honorary Degrees. President Gilmer reported on the candidates nominated and reported they would be on campus as part of the National Institutes for Historically Underserved Students annual meeting.

After review and discussion, Mr. Oliverio moved to approve the following resolution:

*Resolved*, that the West Virginia University at Parkersburg Board of Governors approves awarding the degree Honorary Doctor of Humane Letters to Lillias White and to Derrick Johnson.

Ms. Reed seconded the motion. Motion passed.

- Approval of Supplemental Easement and Right of Way of the Jackson County Center  
Brady Whipkey, VP of Facilities, presented to the Board, the proposed resolution for approval of a supplemental easement and right of way at the Jackson County Center.

After review and discussion Mr. Cunningham moved to approve the following resolution:

*Resolved*, that the West Virginia University at Parkersburg Board of Governors approves the proposed supplemental easement and right of way on the property of the Jackson County Center (JCC), located in Ripley, WV.

Mr. Landers seconded the motion. Motion passed.

- Adoption of Policy A-43, Disability Accommodations

Debbie Richards, Director Equity & Compliance, presented to the Board, the proposed resolution for approval to adopt Policy A-43 Disability Accommodations.

After review and discussion, Mr. Oliverio moved to approve the following resolution:

*Resolved*, That the West Virginia University at Parkersburg Board of Governors authorizes a notice of proposed rulemaking for adoption of Policy A-43, *Disability Accommodations*, and hereby authorizes adoption of said policy without further action by the Board if no comments are received.

Mr. Denbigh seconded the motion. Motion passed.

- Approval of Early Childhood Program Certificate and Associate Degree Program Rate Request for 100% On-Line Programs  
Alice Harris, Executive VP of Finance and Administration, presented to the Board the proposed resolution for approval of the Early Childhood Program Certificate and the Associate Degree Program Rate request for 100% on-line programs.

After review and discussion, Mr. Matheny moved to approve the following resolution:

*Resolved*, that the West Virginia University at Parkersburg Board of Governors approves in-state tuition rates for all students who are enrolled in the WVUP Early Childhood Program Certificate & Associate Degree Program programs that are delivered 100% on-line.

Mr. Cunningham seconded the motion. Motion passed.

## **8. Information Items**

- Fiscal Update  
Ms. Harris provided a detailed report on the budget summary for September 30, 2019. With review and discussion, Ms. Harris answered questions from the members.

## **9. Board Comments/Announcements**

None

## **10. Next Meeting**

January 8, 2020; Francis & Nina Phares Board Room

## **12. Adjournment**

With no further business to be discussed, Chairman Smith, requested a motion to adjourn. Mr. Landers moved to adjourn the meeting. Mr. Cunningham seconded. The regular meeting of the Board of Governors adjourned at 4:23 p.m.

Respectfully submitted,

Brady Whipkey  
Chief of Staff to the President  
Secretary to the Board of Governors

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Donna Smith, Chair

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Joe Oliverio, Secretary