

MINUTES
WEST VIRGINIA UNIVERSITY AT PARKERSBURG
BOARD OF GOVERNORS
March 11, 2020

A regular meeting of the West Virginia University at Parkersburg Board of Governors was held on Wednesday March 11, 2020, at the Jackson County Center, beginning at 3:15 p.m. Board members present were: Donna Smith, Steve Hardman, Joe Oliverio, Jeff Matheny, Jason Landers, John Denbigh, JP Hushion, Stephanie McCoy, 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. Swearing in of New Board Member

Debbie Richards, Director of Policy and Compliance, conducted the swearing in of new Board member Stephanie McCoy.

3. 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.

4. President's Report

Abraham Lincoln said: "I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crisis. The great point is to bring them the real facts."

While we are not at this time in full crisis as a University based on the spread of the Coronavirus (COVID-19), we are in crisis as a nation and a world. There seems to be a proliferation of opinions and ideas by non-medical professionals, so with President Lincoln as an inspiration, yesterday I convened and moderated a forum on the Parkersburg campus to present the latest medically-sound information and to answer questions. Panelists were: Dr. Seyoum Bage, Infectious Disease Specialist at WVU Camden Clark Medical Center; Jillian Jeffrey, Regional Epidemiologist with Mid-Ohio Valley Health Department; Roger Lockhart, Director of Marketing and Public Affairs at WVU Camden Clark; and Professor Kathy Frum, Chair, WVU Parkersburg Department of Nursing and Health Sciences. The event was also available by Zoom participation from the Jackson County Campus and available by live stream for anyone in the community who could not attend or did not wish to attend a public forum.

Please know that my primary concern is always for the health and safety of our University community, and we are updating our knowledge of local, state, national, and international information about the spread of the virus multiple times each day. We will follow any directives that we receive from local, state, or national authorities, and in absence of such directives, we will make the most informed decisions we can to balance health and safety needs with the needs to pursue business as usual, erring on the side

of caution. As we move forward, I ask the University community to focus on medically-sound information and to expect regular communication from me about next steps. In a time of deep concern, I would like to start with a number of very positive recent events. All five of our student teams competing under faculty supervision in the international business competition are in the Top 100 teams worldwide with one team in the Top 25. More than 30,000 students in almost 30 countries are participating.

During our first year in the Ohio Region, our Phi Theta Kappa Chapter, Sigma Omega, under the sponsorship of Marie Butler, Andrew Rochus, and Andrew Walker, was named a Top 10 Chapter out of more than 80 chapters considered at the regional awards banquet held Saturday at Marion Technical College in Marion, Ohio. David and I were thrilled to be there with them as they received seven major awards and scholarships and as I was recognized, based on their nomination, as the region's Paragon President. I could not be more proud of these student groups for their commitment to excellence and their ability to compete and win against the best students in the world.

I commend Dr. Torie Jackson, the marketing team, and our student interns on winning five major awards, two of them at the highest gold level, in the national educational advertising competition, more awards than any other institution of higher learning in West Virginia, further proof that our new focus on advertising is drawing national, as well as state and local, attention. Further, our relatively new program which sends 15-second videos to the mobile devices of people in the region reached 86,543 potential students or new friends of the University who watched the entire video and another 84,902 who watched 10 seconds of the video with a total of 384,425 impressions, all during the month of January. Our targeted outreach to specific audiences based on attendance at the local movie theater resulted in 801,612 impressions and 3,612 clicks on our website for the month of January. I could not be more pleased with these amazing numbers, or how they are already helping to increase our number of applicants for the fall, along with the concerted efforts of Dr. Steve Smith's recruitment team.

Dr. Smith reports that applications for fall admission are up 138 percent overall, 125 percent in West Virginia and 171 percent in Ohio. While we still have to translate these applicants into registered students, one of the most important indicators of fall registration is a significant number of early applicants. Dr. Smith also shared in detail at lunch with the Board today the draft of the University's Strategic Recruitment Plan, based on the life cycle of the student, which will be refined over the next month through multiple community forums and venues for feedback and then become our five-year recruitment plan ultimately scheduled to increase full-time equivalent enrollment by 11 percent. I could not be more proud of Dr. Smith's leadership on this project, supported by his excellent team and with significant input from the entire executive team. Michele Wilson and I welcomed Morganne Tenney, Business Development and Expansion Manager with the West Virginia Development Office, to campus with a large delegation of business leaders to learn about the good work Michele and her team are doing and how WVU Parkersburg is the leader in the state's Learn and Earn program. The administration and I also welcomed Kent Leonhardt, West Virginia's Commissioner of Agriculture, to campus to discuss the revitalization of our farm and our veterans programs. Commissioner Leonhardt was also my guest at Rotary and served as the luncheon speaker for the Rotary Club of Parkersburg.

Speaking of agriculture, Senta Goudy and Michele Wilson have joined me in taking the lead on preparing to revitalize the farm through the submission of a grant to the West Virginia Community and Technical College System, through private gift solicitation, and through a sector strategies approach. We welcomed a large group of local farmers and agricultural experts to campus, including the Chief of Staff to the state's Commissioner of Agriculture, to discuss revitalization of the farm, and we are making strides toward planting a first crop of potatoes to support Mister Bee in its desire to generate more locally-grown potatoes. We expect the farm revitalization to take significant steps forward in the coming months.

Additionally, Senta and I secured a grant from the Ross Foundation to fund the newly-formed Mid-Ohio Valley Arts Collaborative which will be housed at our new downtown Parkersburg location, WVU Parkersburg on Market. Additionally, the downtown location will house the West Virginia Center for Civic Life and the director of the newly-formed area Substance Abuse Coalition. Later this spring or early summer, when the location is fully operational, we will host an open house for the Board and the community. Senta is leading the downtown expansion efforts.

Since your last meeting, we have welcomed many groups and individuals onto our campuses including, but not limited to, hundreds of Scouts from across the Mid-Ohio Valley with their parents and leaders, the CTC/Career and Technical Education Consortium, the Mid-Ohio Valley Arts Collaborative, Early College partners from throughout the region, Andrew Schneider, Executive Director of Fairness West Virginia, the WVU Parkersburg Foundation Board, groups of students from Ritchie County and Wood County Christian School, leadership of the East Wood Volunteer Fire Department, and the Actors Guild of Parkersburg which will be completing a highly successful run of "Sense and Sensibility" in the Parkersburg campus theater this weekend.

I was the guest speaker for the Parkersburg PEO Luncheon, a group which celebrates and supports the leadership of women and which provides scholarship support to our students. I was also privileged to speak as part of the Dr. Martin Luther King, Jr., Memorial Celebration at Zion Baptist Church in Parkersburg and to serve as a panelist for the Wood County Society's highly successful telethon fundraiser. Next week, I will be the dinner speaker for the Parkersburg League of Women Voters. Additionally, I joined the Board of the Mid-Ohio Valley Chamber of Commerce as a new Director and participated in MOV Day at the State Legislature in Charleston. As Vice Chair of the Board of Directors of the new Children's Museum, I have been very busy with the Ross Foundation and the rest of the Board getting this amazing new venture started.

Dr. Alicia Beeson and Senta Goudy have started a new Rotaract Club at the University, a student version of the Rotary Club emphasizing service, and I have assigned our Leadership Fellows students to fulfill their requirements for service as part of this group. Delta Mu Delta International Business Honor Society, under the leadership of Dr. Billy Stone and Jeff Holland, held its annual induction of student members and two honorary members, Executive Vice President for Finance and Administration Alice Harris, and Dana Lee, faculty member in the Division of Business. I commend them for this accomplishment.

Provost Chad Crumbaker, EVP Alice Harris, Executive Director of Work Force Development Michele Wilson, and Registrar Leslie Sims joined me for a statewide

meeting on the Funding Formula which the CTC will present to the Legislature. While the formula is subject to change before submission and subject to further change by the Legislature, in its current draft the formula protects each institution's current funding level and allows for competition for additional funding based on achievement of certain metrics which would seem to favor WVU Parkersburg's current trends.

Provost Crumbaker is also leading the ASCEND program, which is WVU Parkersburg's replication of the City University of New York's ASAP program. We are currently in the advanced stages of a search for the director for this program, and Provost Crumbaker is scheduled to lead our local replication team on a site visit to CUNY in early April. I commend him and the team for this great new program.

We always knew that WVUP's Got Talent, but we had further reinforcement of that reality recently when Samantha Suggs and her team put together the first WVUP's Got Talent Show. After strong participation in three preliminaries, seven finalists performed before an enthusiastic crowd. Singer/songwriter Tim Bales, a student in our drafting program, was selected the winner by a panel of judges and audience participation. We thank the Blennerhassett Hotel for providing the generous grand prize for the winner. Samantha really did a terrific job on this project, and I commend her.

The National Institutes for Historically-Underserved Students has been busy finalizing its first product, a self-assessment which colleges and universities can use to assess their readiness to serve underserved students generally and by specific population. The general tool and the first population-specific tool focusing on veterans will be ready for piloting in the fall semester, and we hope to pilot at WVU Parkersburg, Tougaloo College, Adams State University, and Senta Gleska University, a deliberately diverse group of colleges. I recently traveled to Mississippi to facilitate a work group on this project, led by Dr. La'Tara Osborne-Lampkin, a senior researcher at Florida State University. While there, I also met with the new President of Tougaloo College, Dr. Carmen Walters, and we are considering co-hosting the next national convening of the Institutes with Tougaloo on their campus. A team from WVU Parkersburg also recently joined me at Amelia Island, Florida, for the winter Workforce Development Institute hosted by the American Association of Community Colleges, and we will be honored to host the 2022 meeting of the Community Colleges of Appalachia, a partnership I reestablished for the University.

As part of the OPEN Project, Opening Pathways to Equity Now, and in celebration of Black History Month in February, we welcomed acclaimed violinist Dr. Tami Lee Hughes to campus who presented an inspirational program of the highest quality of musical performance coupled with a slide show relating the music to scenes from Black History. A large and enthusiastic group attended the concert. Special thanks to Debbie Richards for writing the grant to underwrite the costs of this event.

Vice President Brady Whipkey is leading a campus conversation about reconfiguring the current library and tutoring center on the Parkersburg campus into a more state-of-the-art learning commons for our students to conveniently access all academic student support functions. The redesigned facility and its staff will be under the leadership of Associate Provost Dr. Cindy Gissy. The conversation is in its early stages, but is expected to move quickly. We have had one meeting with the engineers who will be designing the plans as well as several internal stakeholder meetings. We are being

deliberate in including voices from all stakeholder areas as we attempt to undergo a renovation which will ultimately better serve our students.

Finally, as part of my commitment to be student-centered in all I do, I am teaching a sociology class this semester which reveals to me several things: our students are intelligent, inquisitive, open-minded, and passionate. I never forget why I get up every morning, but if I did, I have them to remind me. For as long as my mind and body will allow, I will be an advocate for students around the world. It is important work that we all are doing here, and I hope we never forget that fact. Madam Chair, with respect to the Board and unless there are questions, this concludes my report.

5. Approval of Minutes

The minutes of the Regular Board meeting of January 8, 2020 were approved upon a motion by Mr. Denbigh, seconded by Mr. Matheny.

6. Committee Reports

- Executive Committee

Chairman Smith reported that the Executive Committee met to discuss updates on enrollment, Presidential Evaluation, short and long term funding, and contractual protocols.

- Administrative Services Committee:

Mr. Hardman reported that the Administrative Services Committee met and discussed updates on finance and administration, events, renovations to facilities and campus, information technology, position vacancy and new hires, marketing and communication efforts, Foundation, alumni, WVU Parkersburg on Market office, and the farm.

- Academic and Student Services Committee:

Mr. Oliverio reported that the Academic and Student Services committee met and discussed updates on advising, Ascend WVU Parkersburg, WED short term programs, business and industry, and the entrepreneur center/maker space, JCC and enrollment.

7. Information Items

- Fiscal Update

Ms. Harris provided a detailed report on the budget summary for February 29, 2020. With review and discussion, Ms. Harris answered questions from the members.

8. Action Items

- Approval of Honorary Degree

President Gilmer, presented to the Board the proposed resolution for approval of Honorary Degree. Dr. Gilmer discussed that the award would be presented to the May 2020 Commencement speaker, Dr. Lynn Tincher-Ladner, and provided a brief bio.

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 award of the honorary degree, Doctor of Humane Letters, to Dr. Lynn Tincher-Ladner as part of the May 2020 Commencement.

Mr. Cunningham seconded the motion. Motion passed.

- Approval of Tuition Waiver

President Gilmer, presented to the Board the proposed resolution for approval of a tuition waiver for the minor children of David and Brittany Shutts. Dr. Gilmer discussed the late David Shutts was a student then employee of WVU Parkersburg and the campus community wished to extend to his minor children the tuition waiver they would have received as if David would be an employee come the time for the children to be students.

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

Resolved, that the West Virginia University at Parkersburg Board of Governors grants the currently offered tuition waiver for dependent children to the children of the late David Shutts, Gracelyn and Jonah Shutts, at the time when they meet the admission requirements of the University, or any tuition and fees waiver of greater value which might be Board policy at that time, and for as long as they maintain satisfactory academic progress in continuous pursuit of an associate degree and/or a first bachelor's degree, and after having applied for all available cost-free federal or state aid and having applied any such aid received to the cost of their education at WVU Parkersburg. This waiver has no transferrable cash value, but instead provides only a waiver of costs generally paid to the University under the conditions herein stipulated.

Mr. Denbigh seconded the motion. Motion passed.

- Approval of Feasibility Study for Campus Housing

President Gilmer, presented to the Board, the proposed resolution to approve the conducting a feasibility study for campus housing. Dr. Gilmer discussed that during his hiring process it was indicated the interest of exploring the possibility of campus-based housing. The resolution is only to conduct the study not to move forward with any type of construction.

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

Resolved, that the West Virginia University at Parkersburg Board of Governors empowers the President to develop a feasibility study to determine the feasibility, including need and cost, of campus-based housing, including any reasonable expenditure of funds necessary to complete said study.

Mr. Landers seconded the motion. Motion passed.

- Approval of FY 20-21 Tuition Rate Request

President Gilmer, and Alice Harris, Executive VP of Finance and Administration, presented to the Board, the proposed resolution for approval of FY 2020-2021 tuition rate request. It was discussed that the in-state rate would increase by \$8 per hour at associate level and \$11 per hour at the baccalaureate level. The high school and early college rate will remain the same.

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

Resolved, that the West Virginia University at Parkersburg Board of Governors approve the recommended tuition rates included below for submission to the West Virginia Community & Technical College System for 2020-2021 academic year.

Mr. Landers seconded the motion. Motion passed.

- Approval of FY 20-21 Fees

Alice Harris, Executive VP of Finance and Administration, presented to the Board, the proposed resolution for approval of FY 2020-2021. EVP Harris provided an overview of the fee request as well as complete list.

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

Resolved, that the West Virginia University at Parkersburg Board of Governors approve the fees recommended for the 2020-2021 academic year.

Mr. Landers seconded the motion. Motion passed.

- Revision of Policy D-51, Admission to West Virginia University at Parkersburg

Chad Crumbaker, Provost, presented to the Board, the proposed resolution to approve the revision of Policy D-51, Admission to West Virginia University at Parkersburg. Provost Crumbaker reported the revisions proposed are designed to provide greater access to post-secondary education, especially for early admission students.

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 revision of Policy D-51, *Admission to West Virginia University at Parkersburg*, and hereby authorizes revision of said policy without further action by the Board if no comments are received.

Mr. Cunningham seconded the motion. Motion passed.

- Adoption of Policy C-40, Transferability of Credits

Chad Crumbaker, Provost, presented to the Board, the proposed resolution of adoption of Policy C-40, Transferability of Credits and Grades. Provost Crumbaker reported the policy presented to the Board at the January 8, 2020 meeting. A notice of proposed rulemaking was issued on January 21, 2020 for a comment period ending February 21, 2020. One comment was received and is attached with the response. The policy is recommended for approval without revision.

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

Resolved, That the West Virginia University at Parkersburg Board of Governors approves the adoption of Policy C-40, *Transferability of Credits and Grades*, without revision.

Mr. Matheny seconded the motion. Motion passed.

9. Executive Session

Chairman Smith asked for a motion to move into Executive Session. Mr. Oliverio moved to adjourn to Executive Session. Mr. Denbigh 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 4:08 p.m. to discuss president's evaluation. Chairman Smith announced that the Board would return to regular meeting at 5:06 p.m. Mr. Denbigh moved to return to regular session. Mr. Hushion seconded the motion. Motion passed.

Chairman Smith asked for a motion to accept the results of the Presidential Evaluation. Mr. Cunningham motioned to accept the results, Mr. Skidmore seconded the motion. Motion passed.

10. Board Comments/Announcements

None

11. Next Meeting

April 8, 2020; Francis & Nina Phares Board Room

12. Adjournment

With no further business to be discussed, Chairman Smith, requested a motion to adjourn. Mr. Hushion moved to adjourn the meeting. Mr. Cunningham seconded. The regular meeting of the Board of Governors adjourned at 5:00 p.m.

Respectfully submitted,

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

Donna Smith, Chair

Joe Oliverio, Secretary