

MINUTES
WEST VIRGINIA UNIVERSITY AT PARKERSBURG
BOARD OF GOVERNORS
January 17, 2023

A regular meeting of the West Virginia University at Parkersburg Board of Governors was held on Tuesday January 17, 2023, in the Francis & Nina Phares Board Room of WVU Parkersburg and via Zoom Video Conferencing, beginning at 3:15 p.m. Board members present were: Steve Hardman, Joe Oliverio, Donna Smith, Jason Landers, Stephanie McCoy, Ami Shaver, Blaine Hess, Savannah Morgan, Rose Beebe, Cody Irick and Lauren Hissem. Others present included Dr. Torie Jackson and Brady Whipkey.

Guests present included administrators, faculty and staff.

1. Call to Order

Mr. Hardman, 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

Interim President Jackson delivered the following report:

Governors, the other day I had the pleasure of talking with an admissions counselor on our campus. It was after her normal work hours, but she was in her office catching up on email. It was the week before classes began - a VERY busy week on our campus as so many students find that to be their opportune time to decide on classes. This counselor, Nicole Shutts, and I were talking about some different groups of students who had not yet registered. She was making a list of the students in our Chemours group. She smiled and said, "I'll be checking on all of these **friends** again tomorrow."

The message is the terminology. Every list of potential or current students that Nicole has is a list of friends. I love it when prospective students and Riverhawks are referred to as our friends.

At WVU Parkersburg, we are different. We treat people as individuals. And while we like the total sum that they create, we know that each **one** is important in our success. Each friend is someone who has the potential to become an important part of our community. Who knows, maybe one of those friends may someday serve with you on the Board of Governors.

When I talked with our campus community at the opening session on Jan. 3, I had the opportunity to invite some new employees to our campus family. Family is the title I believe it deserves.

So our words do matter. Our friends and family are essential to our existence.

How many friends do we have on campus? We were able to start the spring 2023 semester with a level enrollment. But I'd like to be realistic about some of our friends. We - like community colleges across the state and nation - have found a way to level our enrollments by recruiting early college friends to our campus. We are thrilled to have this population to serve, but I'd like to share a gentle reminder that this new friend group is a bit different.

You know how some friends are those that you know will be there for you 5 years from now? And then there is that group that is only with you for a season? Well, this population of friends is one that often only spends a season with us. Of the early college friends at WVUP who were high school seniors graduating in the Class of 2022, only 18 percent of them matriculated to us to further their studies. Sometimes that number is a bit higher, but has yet to be more than 25 percent. Therefore, this friend group will receive some extra attention from Nicole and all recruiters in 2023.

The other gentle reminder about our early college friends is that they have the benefit of reduced tuition rates. As a good community partner - as every community college should be - we offer dual enrollment classes to students at a lesser cost than normal tuition rates. This, too, is common throughout our state and nation. Our neighboring state of Ohio has the legislative support to offer these early classes at zero cost to students. To maintain a balanced budget for the expenses we do incur in the process of teaching classes, we cannot operate the courses for no cost. Early college opportunities are exactly that - opportunities. It's an opportunity for some students to learn what college is like and decide that they can attend. It's an opportunity for some students to take that somewhat scary public speaking class in a room with classmates they've known for anywhere from three to 12 years instead of walking into a large classroom of new friends. It's a chance to take a college algebra course with two math teachers assisting - the college faculty member and the high school facilitator in an environment where the class happens five days a week - which is a great opportunity to really embrace the course content. It's an opportunity for WVUP to reach out into the community as a partner in the educational growth of all our students.

Our numbers on the first day of classes - 2,190 friends, 699 of them in the early college population (knowing not all of them were yet registered, now up to 735), 83 of them transferring to us from other colleges, 89 of them returning to us after a stop out, and 65 of them as new friends to us.

To improve those numbers - to recruit new students and to retain our current population to degree attainment - we must make intentional efforts. A new quote I

like is, "Luck is the intersection of opportunity and preparation." We provide opportunities. We are prepared for growth because we are ready to grow together.

We recently received the results of a Workplace Culture Survey - the first one we've completed since 2017 - and a necessary step in developing benchmark goals for our strategic plan. The results of this survey are so exciting. The survey says that the main areas of satisfaction by the employees at WVUP are:

1. I am proud to work at this institution.
2. The type of work I do on most days is personally rewarding.
3. This institution makes sufficient budgetary resources available to achieve important objectives.
4. This institution treats students as its top priority.
5. My supervisor pays attention to what I have to say.

We don't achieve this type of workplace without intentional efforts. After our recent State of the College address and the welcoming of new employees into our family, an employee wrote this note: "I walked away feeling excited about the small part I will play in the important work that takes place here. I was encouraged as you shared some of your new ideas, and encouraged us to make a big impact in the lives of the students."

At WVUP, we can make a big impact. Those Chemours friends that Nicole checked on ... we have 96 of those students enrolled in the program to date - 53 of them taking classes this semester. And we have a potential of 250 total new friends in this program as it evolves in the next year into more phases. We also hope to have these students participating in more than one class at a time - allowing them to also be WV Invests eligible. Programs like the one we have with Chemours that focus on training incumbent workers are important. They allow us to reach beyond the high school friend group to other ages and skill sets in our community and to help retrain technical students for specific jobs. Does it matter? To much more than the Chemours plant leaders. Our United States Congressional representatives - Joe Manchin and Shelley Moore Capito - helped to secure \$596,000 in the most recently approved federal budget for us to continue this important incumbent worker training program.

Our friends reach beyond the students that walk our hallways to the employers who are already in our community and those that plan to join us. By being an economic development partner in the Mid-Ohio Valley, we can help to meet workforce demands. We can provide an industry informed curriculum in our classrooms. We recently received the results of our Needs and Opportunities in the WVUP Region - a study conducted by D. Byers and Associates. I couldn't be more thrilled with some of the results from our community friends who were surveyed.

Across the 15 statements, the top 5 most highly rated statements were:

- Overall, our region is better off because of WVU-P, 4.43
- WVU-P's expertise is important to building a strong future for the community, 4.22
- WVU-P offers educational and training opportunities that align with the community's workforce needs, 4.16
- WVU-P contributes to economic growth in the community, 4.09
- WVU-P works effectively with partners to ensure students have access to innovative learning opportunities (e.g., Learn and Earn, early college, dual credit, etc.), 4.09

And some other scores were a bit lower, but worth sharing:

Scores were comparatively lower, though still high, for the following five statements. WVU-P...:

- Has innovative ideas to improve the community, 3.80
- Participates in projects that address key needs in the community, 3.89
- Contributes to higher wages in the community, 3.90
- Actively works to address the community's needs, 3.91
- Brings together stakeholders who can turn good ideas for the community into reality, 3.91

I believe the difference in these ratings - even though all of them are great - is that some people still don't know just how valuable this community college is to Parkersburg. We have contributed more than \$2 million in Learn and Earn wages to employers for student workers in the last 4 years.

Innovative ideas to improve our community? Brainstorm with the colleagues on this campus and you will be elated at the possibilities. We just have to consider doing things differently - to change up the family dinner options. I'm not suggesting ice cream for breakfast (although I do admittedly accept that menu from time to time) but turkey doesn't have to be the protein of choice at every Thanksgiving meal.

At our opening session this semester, I shared a message that I also relayed at commencement in December. I found these great graphics - one of a box that was closed and the second of two figures dancing - that I displayed for our WVUP family on the big screen. As we discover new challenges, I ask our team - just because that's the way it has always been done, is that the way it should be done? I question if we can think outside of the box. And, governors, I ask that once we develop a plan outside of that box, that we are bold enough to proceed with a project that may be different - that may have risk - because it also has the potential for transformative rewards. So my words of advice to my WVUP family and our friends are simple: We tell you big dreams are welcome here, so continue to dream big. Think of new and innovative ways to do things. And don't jump back into a box just because of the comfort it provides.

What will happen could reinvigorate the MOV. In 2023, WVUP can meet this challenge and that's what I'm expecting. That allows for even more WVUP friends and family joining me in being WVU Parkersburg proud.

4. Approval of Minutes

Chairman Hardman, stated the minutes from the Regular Board meeting of November 15, 2022 and Special Meeting of December 21, 2022 are submitted for review. With no corrections to be made, minutes are approved as submitted.

5. Committee Reports

- Executive Committee

Chairman Hardman reported that the Executive Committee met to discuss special project update, enrollment, strategic plan and other business.

- Academic and Student Services Committee

Mr. Oliverio reported that Nicole Shutts provided a report on recruitment strategies.

- Administrative Services Committee

Mr. Hess reported that Nancy Harris provided an update on Diversity, Equity, and Inclusion.

6. Information Items

- Fiscal Update

EVP Harris provided a detailed report on the budget summary as of month ending October 31, 2022. With review and discussion, Ms. Harris answered questions from the members.

- Policy B-63 Voluntary Stepped Retirement Program

Dr. Jackson provided an update on the status of Policy B-63, Voluntary Stepped Retirement Program.

7. Possible Executive Session under the authority of WV Code §6-9A-4(b)(9), to discuss consideration of real estate and legal matters.

Chairman Hardman asked for a motion to move into Executive Session, under authority of WV Code §6-9A-4(b)-(9) to discuss consideration of real estate and legal matters. Mr. Landers moved to adjourn to Executive Session. Ms. Smith seconded the motion. The motion passed and the Board moved into Executive Session at approximately 4:13 p.m.

Chairman Hardman announced the Board would return to the regular meeting at 4:27 p.m. Ms. Smith moved to return to regular session. Ms. McCoy seconded the motion. Motion passed.

8. Board Comments/Announcement

- Introduction of and presentation from Academic Search, LLC
Prior to introduction, Dr. Jackson recused herself from the meeting and left the room.

Mr. Oliverio introduced Dr. Hunter of Academic Search, LLC. Dr. Hunter provided an overview of the organization and staff. Dr. Hunter informed the Board they are gathering information to verify the institutional profile and meetings set with groups to determine job description and candidate qualities. Dr. Hunter then provided an overview of the search process, stating after Board approval of the job description and presidential qualities, the notice will go out. Academic Search will go through the applications to remove any that do not meet qualifications. All applications that meet the requirements will be reviewed by the search committee. Each committee member will submit their top 10, then they will review and ask the committee to narrow down from that list to the semifinalist.

Mr. Oliverio provided the following updated timeline:

- Late January approve the profile
- March 13, Search Committee Meeting
- Mid-April, Search Committee will meet to narrow down semifinalist list and begin zoom interviews
- Mid-May, narrow down to finalist and bring to campus to conduct interviews
- Late May, approve President
- July 1, start date

9. Next Meeting

Next meeting will be held March 21, 2023.

10. Adjournment

With no further business to be discussed, Chairman Hardman, adjourned the regular meeting of the Board of Governors.

Respectfully submitted,

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

Steve Hardman, Chair

JP Hushion, Secretary