

**Glennville State College
Board of Governors Meeting
August 20, 2014
Waco Center, Hall of Fame Room
Glennville, West Virginia**

Members Present: Richard Heffelfinger, Chairperson
 Tim Butcher
 William Deel
 Mike Forbes
 Mike Fulks
 Stephen Gandee, via teleconference
 Ralph Holder
 Sue Morris
 Greg Smith
 Paul Peck, Faculty Representative
 Jason Phares, Staff Representative
 Allison Taylor, Student Representative

Staff Present: Peter B. Barr, President
 Janet Bailey, Director of Athletics
 Duane Chapman, Dean of Student Affairs
 Robert O. Hardman, II, Executive Vice President
 Greg King, Associate Vice President of Enrollment
 David Millard, Special Assistant to the President
 John Peek, Provost and Senior Vice President
 James W. Spears, Senior Vice President for External Relations
 Teresa Sterns, Executive Assistant to the President

Call to Order

Chairperson Rich Heffelfinger called the meeting to order at 12:39 p.m.

New Board Member Induction

Chairperson Rich Heffelfinger administered the Oath of Office to the Student Representative Board member, Allison Taylor.

Teresa Sterns noted that “a quorum was established” needed to be added to the minutes prior to the “approval of minutes.”

A quorum was established.

Approval of Minutes

President Barr asked that the minutes be corrected regarding his response to question, “Are security cameras installed to cover the parking areas at the Waco Center?” He noted that he has since found out that the security cameras do not yet cover the lot, but that the needed cameras will be installed soon.

IT WAS MOVED BY GREG SMITH TO APPROVE THE MINUTES OF THE JUNE 11, 2014 MEETING WITH THE RECOMMENDED CHANGES. RALPH HOLDER SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Public Comment

N/A

Updates

Mr. Heffelfinger thanked all who submitted updates for the Board book and invited members to offer comments and ask questions.

The following questions were presented:

Q. In reference to page 10, what is “territory management restructure?”

A. Greg King replied that each of the admissions counselors will have a territory to manage on their own that will include communicating with alums and centers of influence. The counselors will send recommendations to Mr. King for review regarding changes and updates that need to be made/adjusted.

Q. In reference to page 10, what is “customer relationship manager software?”

A. Mr. King replied that the admissions office must be centralized for good communication flow and the Banner program that they use does not have the component to allow immediate communication between counselors, Mr. King, and staff. The new Goldmine software will allow immediate 24/7 communication and will also allow Mr. King access to review the communication data to analyze counselor communication.

Q. In reference to page 12, Mr. Peck inquired as to why the total amount was off by .02 cents in the “actual expenditure” column for 6-30-14.

A. Mr. Hardman replied the difference is due to a rounding difference.

Q. In reference to page 12, why is the “Debt Service-Principal” 4.10 percent above the budget?

A. Mr. Hardman indicated that an extra payment was probably made on a capital lease.

Q. In reference to page 12 in the revenue section, how is the state and private grant money spent? Is it spent on E&G or auxiliaries?

A. Mr. Hardman noted that the money is spent primarily on grants, although some is used for financial aid or E & G related expenses.

Q. What is the difference in the state amount and private amount for grants?

A. Mr. Hardman responded that the state amount is approximately \$2.2 million.

Q. In reference to page 13, it is noted that the executive committee of the Staff Council has been reviewing committees with Dr. Peek to determine if Classified Staff should be represented on said committees. Are the students, faculty, and staff going to work together and compare recommendations?

A. Dr. Peek replied affirmatively.

President Barr indicated that he would like to see all groups meet together at a student, faculty, and staff meeting and bring views back to the Board.

Q. In reference to the Student Support Services (SSS) report, what are community service activities? Alums would like to be engaged.

A. Mr. Spears replied that the Trio Grant supports SSS and students are required to do community service on campus or in the community. Some of the community service includes working on and maintaining the Dora Heflin garden, doing a beautification project in the space between Louis Bennett Hall and the administration building, building a wooden fence around the a/c unit behind the Heflin Building, and installing benches, planters, and painting.

President Barr asked anyone that knows alums who are interested in assisting with finding community engagement projects in the Consortium counties for the Scholars to work on, to contact the Hidden Promise Program.

Q. What is the plan to do with the framed photos in the Mollohan Center that are being replaced?

A. Mr. Spears indicated that they would probably be sent to archives.

Dr. Peek suggested placing them in classrooms.

Q. In reference to page 15, when will we know something about the TAACCCT (*Trade Adjustment Assistance Community College and Career Training*) Grant?

A. Mr. Spears answered approximately within 4-6 weeks.

Q. In reference to page 25, explain the auto delete email from Outlook after 30 days.

A. Jason Phares replied that the system only deletes the deleted emails that are 30 days old; however, everything is backed up and may be retrievable from the server.

Q. In reference to page 17, how many Scholars passed the math skills test during the 12th grade summer camp.

A. Of the Scholars that returned to camp the second week, only three had to take the test but none of the three passed it.

Q. How do the number of students compare to last year's number of students on campus?

A. President Barr reported the numbers are down by approximately 23. He further added that at a recent President's Council meeting, it was announced that other institutions are also experiencing decreases in enrollment.

President's Report

President Barr provided a partial list of activities that he has been engaged in since the last meeting to the Board and reported the following:

- President Barr commended student life for applying the existing housing policy; Goodwin Hall is currently full. There has been improved communications between admissions and student life. King's goal is to increase new students from 400 this year to 500 next year.
- The College is working with two consultants, Jeff Boyles and Dave Howe, for the next six months to increase marketing and get more positive publicity for the College. Mr. Howe will be assisting with social media. Mr. Boyles is assisting with obtaining more *gratis* publicity. He facilitated a radio station and Pepsi campaign for move-in day. Mr. Boyles is working with promoting the upcoming football exhibition to be held in Roane County. There will be a youth clinic at 3:30 p.m. and a scrimmage game at 5:30 p.m.
- Congressman McKinley visited the College on August 5th. He is assisting with the TAACCCT grant.
- Move-in day was a success and there was good participation. President Barr thanked the Board members for their participation in Convocation.
- A concert has been scheduled to be held in the new Waco Center on August 30, 2014 featuring Owen Schmidt and the Davisson Brothers. There will be free admission for all students and Board of Governors members. A ten dollars admission fee will apply for all others. Hidden Promise staff sent a concert announcement poster to approximately 200 West Virginia high schools to promote the event.
- President Barr discussed the PowerPoint he presented at the April meeting regarding graduation rates across West Virginia at four-year institutions. He announced that if we keep doing what we're doing then we can't get there from here. If Glenville State accepts only college-ready students, student recruiting will be limited to the 28 percent who are college-ready. The College's predicted graduation rate is 27 percent and the actual percentage is 33 percent. The average graduation rate across the nation is 50 percent. He reminded all that the College must continue to improve retention and graduation. He made reference to research done by Professors Joe Evans, Alan Daniel, and Fred Walborn a year ago. The research indicated that incoming students will be more successful if they complete the GSC100 course. The research also indicated that if a student did not get into a developmental course when they should have, they were unlikely to be successful. President Barr commended Dr. Peek and Professors Evans, Daniel, and Walborn for the research and corrections to the advising process. He further added that he is continuing to work on the white paper.

President Barr asked if anyone had questions regarding his report.

Q. What transpired at the meeting with Commissioner Amos?

A. President Barr responded that it was an organizational meeting focusing on a strategic plan.

Q. Is there a plan to add additional schools in the MEC?

A. President Barr replied yes and that there is a committee working on criteria.

Q. Weren't there guidelines already in place from WVIAC?

A. President Barr answered that there were; however, some WVIAC schools were not very competitive due to not putting many resources into their athletic programs. The issue is how to measure whether the MEC schools are allocating adequate amounts of resources to their athletic programs.

Q. How many staff is working for MEC?

A. President Barr named the following positions: commissioner, marketing/media, compliance, attorney/Sr. woman administrator, and one intern.

Q. How is MEC coming out with the P&L statement?

A. President Barr replied that they had more revenue than expenditures and further added that more monies were made at the recent tournament than in the past eight years and there were more sponsors.

Ms. Bailey announced that new sports schedules were available on the meeting table for all to take.

Q. Tell us about President Gee's visit to GSC.

A. President Barr described President Gee as friendly and agreeable. Gee, while touring the Waco Center, stated his interest in finding grounds for collaboration among state higher education institutions and reforming higher education bureaucracy in the State.

Business and Finance Committee

Tim Butcher reported that the Committee recommends approval of the proposed resolution regarding the \$65 per semester technology fee assessed to residence hall students. He noted that the revenue from the fee will cover the costs to increase internet capability for students in residence hall and all College personnel. The fee is being assessed late but the increased internet capability will be beneficial to students.

Discussion:

Q. Will it be implemented this semester?

A. Mr. Butcher replied, "Yes."

Q. Will students' financial aid awards be adjusted in view of the fee?

A. President Barr answered that the existing internet contract ended in July and Shentel proposed more benefits in a new contract. The College will make accommodations for students having difficulties paying the added fee.

Mr. Phares added that all students are guaranteed ten megabyte downloads. The students will now be able to access YouTube during the day.

Q. How much will the increased service cost the College?

A. Mr. Hardman responded approximately \$170,000.

President Barr suggested the Committee consider assessing all students in 2015-16.

IT WAS MOVED BY TIM BUTCHER THAT THE BOARD OF GOVERNORS APPROVE ASSESSING A TECHNOLOGY FEE OF \$65 PER SEMESTER TO ALL RESIDENTIAL STUDENTS TO COVER THE COSTS OF EXPANDED INTERNET AND TELEVISION SERVICES. SUE MORRIS SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Committee of the Whole

Mr. Heffelfinger reminded the Board about the discussion and approval of the Memorandum of Understanding (MOU) between Glenville State and the Glenville Golf Club for use of College-owned property located on a hillside and unusable to the College at the August 16, 2013 meeting. He stated that the "MOU" titled document needs to be replaced with "Easement" to accord with lending agency requirements so the Club may obtain a loan. Heffelfinger noted there are no differences in terms or conditions.

IT WAS MOVED BY GREG SMITH THAT THE BOARD OF GOVERNORS APPROVE THE RECOMMENDED EASEMENT REQUESTED BY GLENVILLE GOLF CLUB. MIKE FORBES SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

New Business

Q. Where do we stand with hiring a person to serve in Marketing?

A. President Barr responded that an advertisement has not been posted to date due to discussions taking place justifying need for the position.

Announcements

Mr. Heffelfinger made the following announcements:

- The annual Hidden Promise Scholars Dinner will be held on Thursday, September 4, 2014 at the MCCC, Ballroom and Board members are invited to attend.
- Homecoming is scheduled for Saturday, October 11, 2014/ Glenville State vs. University of Charleston.
- Board parking permits will be mailed as soon as they are received from the vendor.
- Next Executive Committee Meeting – October 1st @ 11:00 a.m. and next Board of Governors meeting – October 15th @ 12:30 p.m.

Mr. Spears announced changes made regarding parking areas; Lot B now has three visitor parking spaces and two public safety spaces.

Mr. Pounds announced that the search committee meeting for the fundraiser position will convene directly following today's meeting in the same room.

Mr. Smith requested a list of all privately funded scholarships for students showing scholarships not awarded and all other information that goes with the scholarship to be available for review at the next Board meeting.

Mr. Pounds inquired if Mr. Smith also wanted the students' names?

Mr. Smith replied, "Yes."

Mr. Pounds responded that he may not be able to release the names, but will check.

President Barr requested to require all students to sign a release in the future to publish his/her scholarship information.

Adjournment

With no further business and hearing no objection, Chairperson Heffelfinger adjourned the meeting at 1:53 p.m.

Richard Heffelfinger
Chairperson

Teresa Sterns
Executive Assistant to the President