

**Glenville State University  
Board of Governors Meeting  
December 13, 2024  
Waco Center, Rooms 227/228**

Members Present: Ms. Ann Green, Chair  
Ms. Alexandria Lay, Vice Chair  
Dr. Kathy Butler  
Mr. Daniel Durbin, via Zoom  
Mr. Tilden "Skip" Hackworth  
Mr. Robert Marshall  
Mr. Doug Morris  
Mr. Joe Parsons  
Mr. Rick Simon  
Ms. Maureen Gildein, Faculty Representative  
Ms. Leslie Mason, Staff Representative

Members Absent: Mr. Jahzeiah Wade, Student Representative

Faculty & Staff Present: Mr. Duane Chapman, Vice President of Enrollment & Student Affairs  
Dr. Schuyler Chapman, Associate Professor of English and Faculty Senate President  
Mr. Clay Chesser, Accountant Senior/Capital Projects Manager, via Zoom  
Dr. Mari Clements, Provost and Vice President for Academic Affairs  
Mr. Dustin Crutchfield, Director of Alumni Relations  
Dr. Kevin Evans, Dean of Health Sciences  
Ms. Lora Freeland, Director of Marketing and University Relations  
Ms. Rita Helmick, Vice President for Administration and General Counsel  
Mr. Tim Henline, CFO  
Mr. David Hutchison, Vice President for Advancement  
Ms. Jessica James, Travel and P-card Coordinator, via Zoom  
Ms. Tegan McEntire, Human Resources Director, via Zoom  
Ms. Carrie McKeown, Human Resources Assistant, via Zoom  
Dr. Mark Manchin, President  
Mr. Eric Marks, Asst. Director of Information Technology & Staff Council Chair  
Mr. Drew Metheney, Controller, via Zoom  
Dr. Mark Sarver, Associate Professor of Business & Mayor of Glenville  
Mr. Jesse Skiles, Director of Athletics  
Ms. Teresa Sterns, Chief of Staff/Executive Assistant to the President

Others Present: Ms. Larissa Howe, SGA Vice President  
Mr. Philip A. Reale, Attorney and Government Relations Consultant

### **Call to Order**

Chair Ann Green called the meeting to order at 10:00 am.

A quorum was established.

### **Public Comment** – N/A

### **Special Guests/Presentations:**

#### **Philip Reale, Attorney and Government Relations Consultant**

Philip Reale reported on issues that West Virginia is facing including child welfare and a need for food, housing, and early childhood education. He mentioned specific issues that GSU should focus on in the future including a health education path and utilizing WV First Foundation along with the University's College of Health Sciences. Mr. Reale also alluded to energy development, electric power for cars and data centers, and creating a micro-grid to assist with new project development. He noted that public education policy is not producing the academic students needed and there must be accountability for educators. He suggested that GSU needs to articulate the objective and convince the community to help achieve the objectives. GSU must also be the leader for central West Virginia and involve alumni to spread the message in communities through rotary clubs, education groups, news articles, and television. He further added that GSU should target through leaders within its territory and connect with the right leaders in its service area by letting them know what the University wants and needs.

#### **Mark Sarver, Mayor for the City of Glenville**

Mayor Mark Sarver presented a PowerPoint that included the current status, activities, and vision of Glenville. The community has dropped 1,000 in residents due to problems with dilapidated housing, playgrounds for children, and a bridge falling under disrepair. The City hosted an orientation event in collaboration with the University during GSU's fall Homecoming. The City has done an inventory of what the county and city have and what they need. He reported that people will be moving to Gilmer County due to climate and there is a need to make it a great place to live, work, and play. The City Council approved a rural technology test bed, applied for a grant to obtain license plate readers, assessed a one percent local option sales tax, received a grant to assist law enforcement, and obtained a grant to replace storm drains in town. The City would also like to incorporate a coffee shop in the old Sodexo building in town, establish a restaurant incubator in the old Walgreens building, and light up the town with new lighting. The Riverfront Project would like to create a whitewater rafting activity and set up yurts, etc. Mayor Sarver concluded that the City needs modern housing and funding to expand the water and sewer plants.

#### **Lora Freeland, GSU's Director of Marketing and University Relations**

Lora Freeland presented a PowerPoint highlighting the Marketing and University Relations accomplishments from January 1, 2024 to present that included website updates. The most visited pages on the website were academics, graduate studies, and programs and majors. She also shared the social media reach and followers for Facebook, Instagram, and TikTok. University media partners include WV Metro News, WBOY, WDTV, and billboards with Lamar. 2025 goals include website refresh, increase strategic targeting for OTT/CVT campaigns, quarterly success/failure reporting using internal data, increase social media reach, create strategic goals for each department, continue to strengthen internal relationships and understanding, and working on best practices to provide training across campus in an effort to ensure the messaging going out is consistent.

## **Constituent Comments**

**Alumni Council** – Dustin Crutchfield, Director of Alumni Relations, reported the following:

- Hosted the Countdown to Commencement event for prospective graduates to prepare all for life as a GSU alumni.
- The Mid-Ohio Valley Christmas Dinner was held at the Parkersburg Country Club in Vienna, WV on December 3, 2024.
- Dustin completed his GWF Fellowship during the final session that was held in Charleston, WV in December.

**Faculty Senate** – Schuyler Chapman, President, reported:

- The Academic Policy Committee reviewed and commented on various policies.
- Elections were held to fill Maureen Gildein’s ULC vacancy and Ed Wood’s Faculty Marshal vacancy. Jeremy Keene will fill the ULC vacancy and Mark Sarver will fill the Faculty Marshal vacancy.
- Senate met with Dr. Manchin on November 12, 2024 for its quarterly meeting with the president.
- Senate conducted a survey for faculty to determine faculty sentiment regarding the online attendance tracking software.

**Staff Council** –Eric Marks, Chair, reported:

- Council is finalizing staff development policies.
- Formed a committee to work on ideas to get more staff participation in events and student engagement.
- Filled Chelsea Stickelman’s Council vacancy.
- Working on deferred maintenance projects.

**Student Government Association (SGA)** – Larissa Howe, Vice President, shared a PowerPoint and reported:

- Larissa will now be attending Board of Governors meetings on behalf of Jahzeiah Wade. Jahzeiah was awarded the Judith Harman fellowship and is doing internship in Charleston, WV.
- SGA will be taking its third annual trip to Charleston, WV in February to participate in GSU’s Day at the Legislature.
- SGA will host Mardi Gras events in March to educate students about Mardi Gras and celebrate.
- Planning a week of events for Winter Homecoming.
- Campus Cleanup will be held in early spring to promote a way for students to participate in restoring campus and residence halls after winter.
- SGA sponsored a PV Block Party to bring students together before finals and graduation.
- SGA elections will be held in March.

## **Consent Agenda**

Teresa Sterns announced that Duane Chapman’s name was added to the attendees list of the October 30, 2024 draft minutes.

SKIP HACKWORTH MOVED TO APPROVE THE CONSENT AGENDA AS AMENDED.  
ALEX LAY SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

## **Committee Reports**

### **Executive Committee/Chair Report**

Ann Green reported that the Committee met on October 16, 2024 via Zoom and set today’s agenda.

**Board Governance and HR Committee** – Alex Lay, Chair, referred to the Committee’s updates in the Board packet and invited questions.

**Enrollment and Student Life Committee** – Skip Hackworth, Chair, asked Duane Chapman to provide an update.

Duane provided a recap of the number of students and growth compared to last year. He further reported:

- Multiple Gear Up events are being planned for spring.
- 818 of the 970 students enrolled for fall has registered for spring.
- Nursing program applications are up from 57 this time last year to 82 currently.

**Academic Affairs Committee** – Kathy Butler, Chair, discussed the MBA concentration action item on the agenda.

Mari Clements shared information regarding new faculty members and current on-going searches. She discussed the financials and viability of the masters programs and noted there are 43 in the MBB program. 11 are graduating from the MBA program and 34 are registered for spring.

**Business and Finance Committee** – Doug Morris, Chair, asked Tim Henline to provide an update.

Tim Henline reported that there are issues that need adjusted regarding financial ratios and how WVHEPC and HLC review information. A meeting is scheduled with Tim, David Hutchison, and President Manchin to move ratios to compare to other institutions. The University needs to perfect operations and increase the marketing budget and also solve the housing issue for faculty and staff.

Ann Green requested that a report be provided to the Board at the next meeting regarding housing plans for faculty and staff.

**Athletics Committee** – Bob Marshall, Chair, asked Jesse Skiles to report on athletics.

Jesse Skiles reported the following:

- Women’s Golf won the Mountain East Conference (MEC) championship.
- Football earned third in the MEC.
- Women’s Basketball is 7-3.
- Men’s Basketball is 4-5.
- Wrestling is fifth in the country.

### **President’s Report**

Dr. Manchin reported that WVHEPC meets today. WVHEPC sent a draft report that indicates GSU is up in enrollment but some areas need improvement. The final report will be released once confirmed and approved by WVHEPC.

### **Discussion/Actionable Items**

#### **Endorsement of MBA Concentrations**

KATHY BUTLER MOVED TO APPROVE THE PROPOSED PARTNERSHIP WITH RIZE EDUCATION AND THE LOWER COST MODELS CONSORTIUM TO OFFER CONCENTRATIONS IN THE APPROVED MBA PROGRAM AT GLENNVILLE STATE

UNIVERSITY. JOE PARSONS SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

**Announcements**

Joe Parsons announced his resignation as a Board of Governor member effective December 31, 2024 due to being sworn into the WV House of Delegates scheduled for January 2025.

**Adjournment**

With no further business and hearing no objection, Chair Green adjourned the meeting at 12:15 pm.

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Ann Green, Chair

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Teresa Sterns, Chief of Staff/Executive Assistant to the President