

BLUEFIELD STATE COLLEGE  
BOARD OF GOVERNORS  
Conley Hall, Boyd Conference Room, Room 201  
April 21, 2016

MINUTES

**Members Present:** Mr. Robert E. Perkinson, Jr., Reverend Garry Moore, Ms. Lois Manns (via conference call), Mr. Harold Wells, Ms. Anne L. Taylor-Lantry (via conference call), Ms. Dreama Denver, Mr. Norris Kantor, Esq., Dr. Norman Mirsky, Ms. Deirdre Guyton, and Mr. Jerry Perdue

**President's Staff:** Dr. Marsha Krotseng, Ms. Shelia Johnson, Dr. Tracey Anderson, Mr. Tom Cook, Mr. Jim Nelson, Ms. Betty Carroll, Dr. Thomas Hart, Ms. Jonette Aughenbaugh, Dr. Jo-Ann Robinson, Dr. Larry Conner, and Dr. Guy Sims

**Guests:** Mr. Michael Lilly, Dr. Sudhakar Jamkhandi, Dr. Darrell Thompson, Ms. Ayla Mathias, Mr. Louis Belt, Ms. Jelena Jevtic, Dr. Luciano Picanco, Dr. Rodney Montague, and Dr. Dharshana Arachchi

**Welcome and Call to Order**

Mr. Robert E. Perkinson, Jr. called the meeting to order at 6:32 p.m. and welcomed all in attendance.

**Chair's Remarks – Chairman Robert E. Perkinson, Jr.**

Mr. Perkinson stated that this meeting is about sharing, understanding, and moving the school forward. We need to share information. The Board will hear from the Chair of the Faculty Senate, and we will also discuss other items on the agenda.

Mr. Perkinson also mentioned a grant from AGB. The Association of Governing Boards (AGB) deals with improving governance of institutions of higher education. BSC applied for a grant last year and received funding. One of the requirements of the grant was for our Board members to attend training to improve board performance as far as understanding its role and opportunities to move the institution forward.

The second session of board training will be held May 18<sup>th</sup>. The session will be on improving board governance. A questionnaire will be included as a part of the training to determine skills, strengths, and weaknesses of the Board as a whole.

As part of the grant, Mr. Perkinson and Dr. Krotseng also attended a conference in Washington, D.C. That conference provided a wonderful understanding of how boards work. There were opportunities to interact with other schools to understand how their boards work.

Mr. Perkinson mentioned support of the College through charitable giving. The Krotseng Challenge is an opportunity to double your money. The challenge closes on graduation, and we do not want to leave any money on the table. Mr. Perkinson reminded those present to remember where the money goes. It goes to graduate

students and to give kids opportunities so they can have full lives and support themselves and what they do.

#### **President's Report – Dr. Marsha Krotseng**

Dr. Krotseng reported that it is very busy, but a very fun and exciting time of year. We are recognizing and welcoming students to campus. Students recently visited the BSC campus from Wyoming County.

Dr. Krotseng mentioned that there was a special Science Day event held on campus, and she expressed thanks and appreciation to all who helped make that day possible. Everybody was involved, including students and cheerleaders, and the egg drop competition was fun for all. The Science Day drew in students from McDowell County.

A week and a half ago Ms. Shelia Johnson held an open campus session to discuss finances of the College similar to the presentation at the last Board meeting. The session was well attended.

There have also been discussions regarding recruitment and retention of students, which highlight the importance of students and student success.

We have two crucial positions open right now, Provost and Director of Admissions. We hope to conclude those searches shortly.

Dr. Krotseng was especially honored to have the opportunity to meet with West Virginia Senators Shelley Moore Capito and Joe Manchin.

With regard to current events, media reports note that WVU is moving forward in Beckley. General education courses from that institution will be available this fall. Fall of 2017 is when WVU anticipates the wholesale move of WVU Tech to Beckley.

Concord and WVU will be working on new program emphases. This should encourage BSC to think about areas of emphases for our own programs. BSC and Concord were asked to think about masters programs that WVU can offer. Dr. Krotseng encouraged the group to let her know about any ideas they may have on this topic. Dr. Krotseng, Dr. Boggess, and Dr. Long will be meeting again at the end of July.

Dr. Krotseng noted another very important update regarding MountainView. Gerald James has been holding two positions. He was originally hired as economic development director. Dr. Krotseng has asked him to refocus his efforts on economic development. Mike Earls has been hired as the new manager of MountainView. He has a background in accounting and lots of business ability. His goals include maintaining efficient operation of the facility and making sure the students are safe and secure. Mike Earls, Dr. Krotseng, and Ms. Johnson had a meeting with the RAs last Friday to discuss the change. A notice was sent out to all the residents at MountainView. Mr. Earls is not a BSC employee. He is under contract with the BSC Research and Development Corporation. Discussion followed regarding the development of a business plan for MountainView and planned renovations to begin this summer.

Dr. Krotseng continued her report with a discussion of the AGB conference she recently attended. An important message received during a workshop was the same message she conveyed during the open session last week: We cannot cut our way out of the budget situation; we must grow. The AGB presenters focused on prosperity and

aligning strengths with trends. Dr. Krotseng discussed how we best serve our students. Response times need to be quick, and we need to look at different student populations. For example, we need to take a look at financial aid and packaging. We need to look at what financial aid packages are available to students and seek ways that we can improve this process on campus to get information to students more quickly. In conclusion, BSC can identify needs and opportunities to be well positioned to serve those different needs of adult students, online students, and transfer students.

#### **BSC Faculty Presentation – Mr. Michael Lilly**

Mr. Lilly stated that the BSC Faculty Senate was created under Article 33 of the West Virginia Code. Mr. Lilly reported that part of that statute requires that the Faculty and the Board of Governors meet at least once a year. He is well aware that a number of institutions do not permit this open forum.

Mr. Lilly is currently serving as Chair of the Faculty Senate. He brought the following items to the attention of the Board of Governors: the future of Bluefield State given the state budget; transparency: to be kept abreast of major decisions that affect faculty; declining enrollment; a perceived underservice of the international student population; and fair and honest reports about construction plans.

Faculty have an important role on campus. Mr. Lilly asked that people in the room not be strangers at the Faculty Senate meetings. Mr. Perkinson responded that the open meetings invitation goes both ways.

It was mentioned that hiring a new Provost will help to foster communication. Dr. Mirsky stated that we need to be looking at long range planning so when something comes up we have a plan in place. Mr. Perkinson reported that Ms. Johnson could address this question during her report. Mr. Perkinson stated that Dr. Jamkhandi would talk about the integration of international students into our programs. The Board of Governors sees international students as a tremendous asset to this campus. There also was discussion of the status of the residence hall project, including work being done on the USDA loan application.

Dr. Luciano Picanco requested permission to address the Board of Governors and discussed the importance of transparency and inclusion and communication with faculty. Dr. Krotseng will look into this and report back to the Board of Governors at the next meeting.

#### **Approval of Minutes of the March 17, 2016 Meeting**

The first actionable item to be undertaken by the Board was approval of the minutes from the March 17, 2016 meeting. Mr. Kantor made a motion to approve the minutes from the March 17, 2016 meeting. The motion was seconded by Ms. Deirdre Guyton. The motion carried.

### **Financial Report and Update – Ms. Shelia Johnson**

Ms. Johnson provided updates on the following: there will be a meeting on the housing initiative Tuesday at 11:00 a.m., and people are welcome to sit in on a conference call with the consultant.

With regard to clarification on enrollment, the final fall numbers from fall 2015 to fall 2016 were down 50 FTE students. Forty-two of 50 FTE were in-state students.

With regard to the open meeting last week, 44 out of 180 employees attended. The meeting prompted good participation from those who came to listen, and we will consider having more such meetings. She noted that assessments of purchasing cards are being conducted through HEPC and that the state will be moving forward with the new payroll system with payment every two weeks instead of twice a month.

The state budget is still in flux. We have been told not to expect the state budget until the middle of May.

### **Approval of Tuition and Fees, 2016-17 – Ms. Shelia Johnson**

Ms. Johnson presented the recommendation of the Finance and Audit Committee of the Board which met on April 15, 2016. The recommendation is to increase resident tuition and fees by 4.7%; metro tuition and fees by 6.76%; and non-resident fees by 14.15% (per HEPC formula). Small increases also were proposed in the late and transcript fees.

Mr. Perdue commented that students do anticipate the increase, and we will still be the lowest in-state tuition in West Virginia. There was discussion about how an increase in tuition will affect students, recruitment, retention, etc.

Mr. Perdue made a motion to approve the Tuition and Fees as presented to the Board. Mr. Kantor seconded the motion. The motion carried.

### **Recommendation on Policy 42: Hiring – Ms. Jonette Aughenbaugh**

Ms. Aughenbaugh stated that the Board of Governors' approval of the hiring policy is sought. The process has been expedited pursuant to West Virginia Code. Reverend Moore made a motion to approve the hiring policy. Mr. Kantor seconded the motion. The motion carried.

### **Recruitment and Retention Update – Dr. Larry Conner and Dr. Jo-Ann Robinson**

We are moving forward on the position of Director of Admissions and Enrollment Management. Decisions about where we recruit and how we recruit are based on data. We look at where graduates are, where the decline is, where the stability is, and these things highlight specifically where we are going to recruit high school students. We have looked at the data to determine where we can get increases. We have gone out of state, and we need to continue to go out of state. Dr. Robinson stated that we are a proud HBCU, and people come to us because we are an HBCU.

Dr. Robinson provided application statistics and discussed student recruitment, and she asked that Dr. Jamkhandi report on the international students. Dr. Robinson reported that federal policies through homeland security affect international students.

There was discussion regarding online programs. Dr. Krotseng will report back to the Board of Governors regarding online programs.

**Progress Toward Strategic Plan – Dr. Tracey Anderson**

Dr. Anderson reported that the Strategic Plan gave everyone an opportunity to participate. There are lots of new activities going on. There is collaborative access with K-12, including a Read Aloud Program. We had 50 students on campus for that. Dr. Anderson also mentioned the Biomedical Club and the egg drop competition, the BB&T bus in Beckley, and that Senator Manchin had been on campus. Faculty also have been active in research and scholarship.

**Master Plan Update – Dr. Marsha Krotseng**

Dr. Krotseng reported that the goal is for the residence hall to be occupied in 2019. The preliminary architectural reports are being finalized. Ms. Johnson mentioned earlier that we have almost completed the preliminary application for the loan. We are making sure we have amenities and gathering spaces. The recent Oakley Lindsay grant will help to complete the patio project.

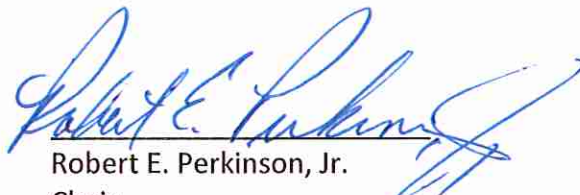
**Consent Agenda**

Mr. Kantor made a motion to approve the consent agenda as presented. Ms. Guyton seconded the motion. The motion carried.

**Adjournment**

The Board was reminded that the AGB workshop will take place on May 18<sup>th</sup>. With no further business to discuss, the meeting adjourned at 9:15 p.m.

Respectfully submitted,  
Sara E. Anderson

  
Robert E. Perkinson, Jr.  
Chair