

BOARD OF GOVERNORS  
BLUEFIELD STATE COLLEGE

April 19, 2018

Conley Hall, Room 201, Boyd Conference Room

MINUTES

**Members Present:** Chairman Robert E. Perkinson, Jr., Vice Chairman Garry Moore, Cathy Deeb, Norris Kantor, Esq., Lois Manns (via conference call), Dr. Norman Mirsky, Daniel Frost, Amber Sagady, and Vicki Mays.

**President's Staff:** Dr. Marsha Krotseng, Dr. Angela Lambert, Shelia Johnson, Dr. Jo-Ann Robinson, Kimberly Gross, John Spencer, Jonette Aughenbaugh, Betty Carroll, John Lewis, and Dr. Guy Sims.

**Guests:** Kerry Stauffer, Melissa Haye, Dr. Michael Smith, Michele Noe, Dr. Rodney Montague, Dr. Amanda Matoushek, Karen Grogan, Kristin Hogan, Brandon Richardson, Ryan Lambert, Brett Settles, and Zack Thompson.

**Welcome and Call to Order – Chairman Robert E. Perkinson, Jr.**

Chairman Perkinson called the meeting to order at 6:30 p.m. and welcomed all in attendance.

**Recognition of Steel Bridge Team**

Chairman Perkinson recognized the members of the BSC Steel Bridge Team: Brandon Richardson, Ryan Lambert, Brett Settles, and Zack Thompson. Chairman Perkinson called upon Vice Chairman Moore to read the resolution presented to the Team on behalf of the Board of Governors. At the conclusion of the reading of the resolution, the Steel Bridge Team received a standing ovation from those present.

**Public Comment Period**

Two individuals signed up to speak during the Public Comment Period, Michele Noe and Dr. Amanda Matoushek. Mrs. Noe was recognized by Chairman Perkinson. She informed the Board of her resignation as Classified Staff Council Chair, and she read her resignation letter to the Board. Ms. Noe stated that in her recent presentation to the Board the acronym CAT was introduced (communication, accountability, transparency). Mrs. Noe also distributed a handout to the Board of Governors.

Dr. Matoushek was recognized by Chairman Perkinson. Her comments to the Board centered around the difficulty a potential student experienced with the BSC admissions process. She discussed frustration associated with BSC's Immunization Policy. Dr. Matoushek mentioned that if other students and potential students are experiencing the same difficulty, that this is hurting the College's enrollment. She distributed a handout to the Board of Governors.

Chairman Perkinson stated that this is a work in progress. He thanked Dr. Matoushek for choosing BSC, but he stated that this does need to be worked on.

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

Chairman Perkinson mentioned that graduation is approaching, and he asked the members of the Board what they would say to the graduates? Vice Chairman Moore made the following suggestions: don't forget where you come from, become an ambassador for the school, encourage people to come to BSC, sell the school, remember what you learned, and not to forget the people that propped you up.

Dr. Mirsky stated that graduation is not the end of one's learning. Graduates will have to learn from now on and never stop. He stated that graduation is a place to start, not to end. Chairman Perkinson remarked that if there are other thoughts or advice to let him know.

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

Dr. Krotseng stated that as Board members can see from the written report, it has been a busy month. Dr. Chris Treadway of HEPC gave a campus wide presentation on the funding model on April 11. The proposed funding model should provide a fair and equitable means of calculations for institutional funding levels. Dr. Krotseng stated that BSC would receive \$682,000, an additional 12.7% increase over what is currently being received in funding. HEPC will take this up at their next meeting in June. Discussion followed.

With regard to USDA and HBCU loan processes, Dr. Krotseng reported that a letter has been sent to the U.S. Department of Agriculture addressing their questions. She stated that HBCU has indicated interest in the project and in coming to campus for a visit. Discussion followed, and Ms. Carroll provided an update on the Shott Challenge.

Upcoming events include the following: April 30<sup>th</sup> – Science Area Research Day, Basic Science from 11:00 a.m. – 12:00 p.m.; the Men's Tennis Team is ranked 17<sup>th</sup> nationally and number 1 in the region; May 12<sup>th</sup> – BSC Commencement, May 14<sup>th</sup> – Klingensmith Cup, Wolf Creek; June 4<sup>th</sup> – BSC Athletics Golf Tournament; April 24<sup>th</sup> – An Evening with Frank Beamer.

**Report on Delivery of Online Programs – Dr. Angela Lambert**

Dr. Lambert stated that the report on the delivery of online programs is in the Board meeting materials packet. She stated that not much has moved in a month's time. Dr. Lambert stated that she will be meeting with Dr. Jeff Bolton tomorrow.

**Presentation of B.S.N. Program – Ms. Carol Cofer**

Ms. Cofer distributed a handout to the Board of Governors, and explained the CARE acronym at the bottom of the handout: compassion, academics, research, education. Most of the Registered Nurses in West Virginia have an Associate Degree. 80% of all R.N.s in the nation are expected to have their B.S.N. degree by 2020. Ms. Cofer stated that West Virginia is behind the national average. That explains the special value and need for BSC's B.S.N. program



which is delivered online. Ms. Cofer explained that BSC nursing faculty are available to respond to students 24/7. She stated that people who work out of state stay at BSC online. This is much more cost effective, and the online option has helped retain A.S. graduates. BSC's program has good cost, good quality, and it is online. Ms. Cofer explained the three-semester option where the degree can potentially be completed in three semesters. Potential students can apply whenever they want for the online program and enter when they are ready.

Chairman Perkinson stated that the program being online is an important part of the mission. Dr. Lambert stated that in relation to WVU generally, BSC is not a competitor with them because they offer generic nursing. There is a very different design in who BSC markets to. Applicants in the Beckley area have not decreased. The BSC program is seamless because the courses build on each other.

### **Approval of Minutes of March 15, 2018 Meeting**

The first action item was approval of the minutes from the March 15, 2018 meeting. Dr. Mirsky made a motion to approve the minutes from the March 15, 2018 meeting. The motion was seconded by Vice Chairman Moore/Mr. Kantor. The motion to approve the minutes from the March 15, 2018 meeting carried with one nay vote, Mr. Frost.

### **Approval of Program Reviews**

Dr. Lambert explained that HEPC requires all programs to be reviewed as part of a 5-year cycle. She stated that information pertaining to the program reviews for Humanities, Applied Science, and Health Services Management can be located in the Board meeting materials packet. Dr. Lambert expressed thanks to everyone involved for their effort in getting the reviews completed. She stated that approval from the Board is required on each of the program reviews before they are sent on to the Higher Education Policy Commission. The Health Services Management program is shorter than the other two because this is its very first five-year review.

Mr. Kantor made a motion to approve all programs as presented. The motion was seconded by Vice Chairman Moore. The motion carried.

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

Ms. Johnson provided the financial report and update to the Board. She reported that tuition and fees are down somewhat, and as of 4/17/18 there is slightly more than 3 million dollars in the bank. Ms. Johnson stated that the numbers do include fourth quarter money. Discussion followed.

### **Approval of Tuition and Fees for FY 2018 – Ms. Shelia Johnson**

Ms. Johnson provided an explanation of the proposal of tuition and fees for FY 2018. The calculation for non-residents is by formula. Non-residents are to pay for the cost of instruction. There is a new proposed fee. It would cover the cost of materials for art classes. On the online side, there is an increase of .25% for credit card processing. BSC is requesting this to be in line with the State Treasurer's Office.

The Pell grant is going up to assist students. Chairman Perkinson stated that the proposal is in line with what most of West Virginia schools of higher education are doing.

Vice Chairman Moore made a motion to approve the tuition and fees for FY 2018 as presented. Mr. Kantor seconded the motion. The motion carried.

#### **Approval of Pay Increases – Ms. Shelia Johnson**

Ms. Johnson reported that the recommendation is \$2,160 on average per employee, or 5%. The memorandum from HEPC in March indicated 5% of the average of all state employees. This is what it was set at for all public employees. Additional explanation of the pay increases followed.

Ms. Johnson reported that a lot of time has been spent on the Classified Staff recommendation. Midpoint should be the goal for Classified employees. The recommendation pertaining to pay increases was explained to the Board in its entirety, as well as a detailed explanation of the numbers for Classified Staff. Lengthy discussion followed.

Mr. Kantor made a motion to approve the pay increases as presented. The motion was seconded by Vice Chairman Moore. The motion carried.

#### **Approval of Budget, FY 2018-2019 – Ms. Shelia Johnson**

Ms. Johnson provided an explanation of the proposed budget for FY 2018-2019. With all positions being filled, the estimated deficit is \$1,898,223. BSC continues not filling some vacancies. The College has to have funds to meet its obligations. Discussion followed.

Mr. Kantor made a motion to approve the budget as presented. The motion was seconded by Ms. Deeb. The motion carried.

#### **Policy 61: Intellectual Property Policy – Dr. Angela Lambert**

Dr. Lambert provided an explanation of the Intellectual Property Policy for the Board. Dr. Mirsky made a motion to approve Policy 61 to be distributed for 30-day comment, and if no substantive comments to be final approval. The motion was seconded by Vice Chairman Moore. The motion carried.

#### **Academics in Action Update – Dr. Angela Lambert**

Dr. Lambert reported that there have been collaborative efforts with Concord University at the Erma Byrd Center. They will be working to give students more options. She highlighted that many dual credit courses are being offered for the next academic year.

Dr. Tesfaye Belay received a NASA grant for \$20,000. For the most part, BSC's calendar is identical to Concord's in the fall. There has been no drop in enrollment at the Erma Byrd Center. In response to a question, Dr. Lambert responded that BSC hopes to increase enrollment numbers at the Erma Byrd Center.

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

Dr. Robinson reported that the application summary report can be found in the Board meeting materials packet. She reviewed the number of students



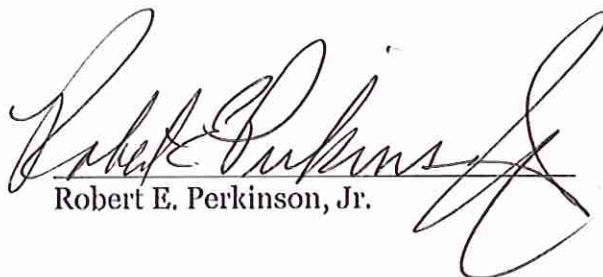
accepted and stated that these numbers are being monitored very closely. Dr. Robinson stated that it is important to keep students engaged throughout the summer months. Dr. Robinson highlighted a number of activities that have recently taken place, including open house events, Freshmen Frenzy, high school events, and a Presidential Reception for new students on June 15<sup>th</sup>. Meanwhile, BSC continues purchasing more names from metro areas. She reported that internal processes are being evaluated. There have been conversations about bringing enrollment management experts Ruffalo Noel Levitz back to BSC to help assess our progress and areas for improvement. Dr. Robinson reported that there are weekly meetings centered around the early alert system. Midterm deficiencies are being compared to early alerts to generate explanation and understanding. Dr. Robinson held the first academic wellness seminar for students who lost or are about to lose their scholarship. The second one started last week. Discussion followed.

Dr. Mirsky noted that the next Board of Governors meeting will take place on June 21, 2018.

### **Adjournment**

Chairman Perkinson asked if there was anything else for the good of the College. The meeting adjourned at approximately 8:59 p.m.

Respectfully submitted,



Robert E. Perkinson, Jr.