

BOARD OF GOVERNORS  
BLUEFIELD STATE COLLEGE  
October 18, 2018

Conley Hall, Room 201, Boyd Conference Room

MINUTES

**Members Present:** Garry Moore, Sr., Bob Buzzo, Cathy Deeb, Charlie Cole, Chris Jones, Dr. Norman Mirsky, J. Ronald Hypes, and Dr. Deirdre Guyton.

**President's Staff:** Dr. Marsha Krotseng, Dr. Guy Sims, Dr. Mariam Dittmann, Jim Nelson, John Lewis, Dr. Ted Lewis, Jonette Aughenbaugh, Dr. Jo-Ann Robinson, and Shelia Johnson (via conference call).

**Guests:** Delano Sweeney, Dr. Tamara Ferguson, Jim Schlimmer, Dr. Rodney Montague, Ergie Smith, Dr. Amanda Matoushek, Darrell Thompson, Shelia Hallman-Warner, Dr. Bill Bennett, Vanessa Godfrey, Ms. Terene Stiltner.

**Welcome and Call to Order – Chairman Garry Moore**

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

**Public Comment Period**

No one signed up to speak during the Public Comment Period. Therefore, the meeting continued with the next agenda item.

**Oath of Office for New Board Member(s)**

Dr. Deirdre Guyton was given the Oath of Office and sworn in as a new Board member.

**Chair's Remarks – Chairman Garry Moore**

Chairman Moore expressed thanks to everyone at Bluefield State for their time and attention to detail in making the campus tour that took place prior to the Board meeting possible.

My notes...

"A person who wants to lead the orchestra must turn his back on the crowd." - Max Lucado

"Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy."- Norman Schwarzkopf

"The secret of living a life of excellence is merely a matter of thinking thoughts of excellence. Really, it's a matter of programming our minds with the kind of information that will set us free." —Charles R. Swindoll

The only place that you'll find SUCCESS before WORK is in the dictionary.

Hebrews 10:24; "24 And let us consider one another to provoke unto love and to good works:"

I believe we've all come here tonight for some good provoking...a provocation to more cooperation and trust. A river is powerful because many drops of water have learned the secret of cooperation.

In other words, the little wheels in the back of a watch are just as important as the big hands on the front of the watch.

One of the paramount facts of teamwork is you always have someone else on your side. True teams pull together, not apart. But this working together only occurs unless there's an atmosphere of encouragement and support. The true measure of our success, therefore, won't be in getting people to work. It won't be in getting people to work hard. The greatest impact of our influence will be noticeable when we work hard together. This takes commitment from everyone on the team.

Making our students and potential students, along with our college, the focal point of our messaging, will be our greatest quest in the next few months. Don't you sometimes get upset when you subscribe to something or belong to something, and newer or newest members seem to be treated better...or given better incentives than you? Not only should we desire more students, but we should treat the students we have with the ultimate dignity and respect.

I want to commend Dr. Krotseng, our Athletic Director John Lewis, and head basketball coach, Derrick Price on their handling of a very tragic incident that happened to one of our international students. One of our players died playing a game he loved. His parents were overseas. As a parent who has had a child playing a sport internationally, that's your great nightmare. Your child is hurt or in trouble and you can't get to them. I would like to take this moment to thank you for your care and professionalism, during and after, an extremely tragic event. Our thoughts and prayers are still going out to his family, friends, teachers, and teammates.

We also had another homecoming, but it wasn't the talk of the town. I attended jazz night on that Thursday night that should have been massively attended. But, it reminded me of what an HBCU is really all about. When we study and work hard, we deserve to play hard. We deserve to celebrate our successes. It was a great night of fun and celebration, but the room(s) should have been full.

I also attended the closing ceremony on that Sunday morning in the same room. I challenged us to commit that next year, that these events are to be standing room only.

Many colleges want to talk to student recruits about their school—what it has to offer, what the campus culture is like, and what makes it unique and special. I believe, however, that since we truly are unique and different, so must our approach be different to potential students. Most car sales consultants think that every car that rolls into the dealership is THEIR customer. Now they may not get them all, but that's how they think. Our reach now has to be beyond our grasp. Our goals have to be big, with benchmarks along the way. What if we started looking at EVERY student we come in contact with as a potential student of BSC? Instead of just touting the beautiful, historic institution that we are, that we encourage and involve the parents of that individual as early as their freshman or sophomore years of high school as well? In order to be something different and spectacular, we have to do and think something differently. We all have to leave our comfort zones starting tonight.

What if we let every student and their parents know that they are unique and special and they are the architects of their own unique education? Instead of following a path laid down by others, you will have access to and will be mentored by exceptional faculty to help forge your own journey of discovery. By



concentrating on the needs and wants of that unique individual, we will forge connecting relationships and transform our impact on and off campus.

My dad was an educator in Amherst County, Virginia. He told me once in the context of service this little proverb. He said: "Son if you serve the masses, you'll eat with the classes. BUT, if you serve the classes, you'll eat with the masses."

BSC it's time for us to expand our reach. It's time to expose the world to our exceptional gift, starting right here in Bluefield, WV.

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

Dr. Krotseng expressed thanks to those who attended the BSC campus tour prior to the BSC Board of Governors meeting. Dr. Krotseng introduced Dr. Mariam Dittmann, BSC's new Director of Institutional Effectiveness, Assessment & Accreditation. Her comments focused on enrollment, which is not where it needs to be; a positive visit by the four-year Nursing program's accrediting body, the Commission on Collegiate Nursing Education; several new articulation agreements with Virginia community colleges; and an update on the residence hall. HBCU funds will help finance a scaled back version of the project at a cost of approximately \$16.7 million. BSC will be examining options to determine what is financially feasible. Mr. Buzzo made a motion that Mr. Charlie Cole and Mr. Hypes serve on a BSC Board of Governors Committee to assist BSC with the residence hall project. The motion was seconded by Dr. Guyton. The motion carried.

Calendar dates of interest include the following: 11/1/18 CEME Grand Opening and 11/5/18 Battle of the Bluefields.

#### **BSC Faculty Presentation – Dr. Amanda Matoushek**

Dr. Amanda Matoushek, Chair of the Faculty Senate, presented to the BSC Board of Governors on behalf of the faculty. Dr. Matoushek's presentation covered faculty contributions, student success, and faculty concerns. Highlights from her presentation include the following: 1) Faculty Contributions – Online Learning Committee, Enrollment Management Council, Persistence and Completion Team, Recruitment/Outreach, New Cybersecurity Minor Fall 2019. 2) Student Success – Student Association of Radiographers' campus project, Graduate School Success, Employment Success, and the Virtual Campus Tour. 3) Faculty Concerns – Significant efforts should be put toward the recommendations from AGB and Ruffalo Noel-Levitz reports, Current recruitment practices, Beckley Campus is not represented in faculty awards, More institutional focus on career placement, Dorms / Building online programs, MountainView, and the Presidential Evaluation process. Dr. Matoushek also highlighted the accomplishments of Pi Gamma Mu Scholarship Recipients Zachary Green and Jelena Jevtic.

#### **Approval of Minutes of August 16, 2018 Meeting**

The first action item was approval of the minutes from the August 16, 2018 meeting. Dr. Mirsky made a motion to approve the minutes from the August 16, 2018 meeting. The motion was seconded by Dr. Guyton. The motion carried.

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

Ms. Johnson reported on several facility issues and renovations that are taking place on campus: The roof project is under way. The cost of the project is \$800,000 funded from Title III funds. The gym floor project is now complete. This \$200,000 project was also funded from remaining Title III funds. BSC recently entered into a contract for sidewalk, stairs, and rail replacement. The sidewalk project is being funded by the Policy Commission. One of the smaller projects involves three boilers in the P.E. Building. One is operational, one has been



replaced, and they are working on installation on the other boiler at a cost of approximately \$9,000.

Title III funds will cover the cost of new furniture for the Basic Science lobby as well as replacement of blinds. Title III funding will cover the costs of renovation of a room on the 4<sup>th</sup> floor of the P.E. Building that will be used as an online testing center. The cost of the online testing center project is approximately \$50,000. Discussion followed.

Ms. Johnson provided an update regarding the financial audit. BSC has finished providing all of the financial statements and supporting documentation. They have answered hundreds of questions over the last couple of weeks. The financial statements are expected to be released tomorrow. Discussion followed.

#### **Election of Vice Chair**

Chairman Moore opened the floor for nominations for Vice Chair. Mr. Hypes made a motion to nominate Charlie Cole for the position of Vice Chair, BSC Board of Governors. Chairman Moore asked if there are any other nominations from the floor. There were none. Mr. Buzzo seconded the motion. The motion carried.

#### **Governance Policy Manual Review – Dr. Norman Mirsky**

Dr. Mirsky reviewed Governance Policies 304 and 305 with the Board. With regard to Policy 305, only the Board Chair is allowed to speak for the Board. If people ask questions, they are to be referred to the Board Chair. Once the Board makes a decision, Board members are expected to publically support that decision. If a Board member feels that they cannot support a decision made by the Board, they may choose not to be a Board member anymore. With regard to Policy 304, requests by individual Governors for information should come through the President. Dr. Mirsky commented on the open meetings law. Discussion followed. Mr. Hypes will do the Governance Policy Manual Review at the next Board meeting.

#### **Growing Enrollment – Dr. Jo-Ann Robinson**

Drs. Jo-Ann Robinson and Tamara Ferguson put forward a presentation on BSC Retention Strategies. Highlights from that presentation include the following: 6 Year Graduation Rates from IPEDS; Fall to Fall Retention Rates; Comparison with National Retention Data; Retention Focus at BSC – Enrollment Management Council, Persistence and Completion Academy, Implementation of Pathways for HEPC/CCA, On-line Learning/Teaching Teams; Best Practices in Retention for Students; Best Practices in Retention for Freshmen; Probation Problems; Orientation – Improving Processes; Early Alert – New Process; Support and Next Steps.

#### **Delivering Quality Programs – Dr. Ted Lewis**

Dr. Lewis referred to his report in the Board meeting materials packet. He highlighted the following items: New programs – an Entrepreneurship major, a Manufacturing Engineering Technology minor, Associate of Science in Electrical Engineering Technology that can be completed online, and a Cybersecurity minor; Compressed Semester; Center for Excellence in Manufacturing Engineering (CEME); Automated processes update – e-transcripts are now fully operational and in use, the graduation application is now fully automated; Online Learning; Online Enrollment; Shared Resources; Academic Pathways; Articulation Agreements; and a Dean of W. Paul Cole Jr. School of Business Search update.

#### **Blue Ribbon Commission Update – Dr. Marsha Krotseng**

The Blue Ribbon Commission has met five times. It has broken into three subcommittees. The first subcommittee is Collaboration which has reviewed various articulation agreements. Dr. Krotseng has shared her response, originally requested by HEPC

Chairman Mike Farrell, with the BSC Board of Governors. The second subcommittee is Finance. That subcommittee is still discussing various funding models. One short-term solution that has been presented is to divide ten million dollars among all of the regional institutions. The third subcommittee is Governance. They are tending toward replacing HEPC with a higher education service agency. Dr. Krotseng continues to remain in communication with regional presidents.

**Possible Executive Session Under the Authority of WV Code § 6-9A-4(b)(12)**

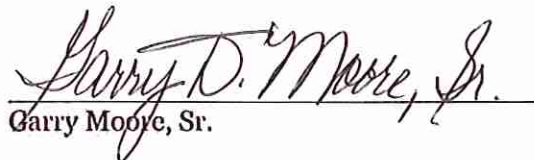
A motion was made by Dr. Guyton to go into Executive Session. The motion was seconded by Mr. Hypes. The motion carried.

A motion was made by Dr. Mirsky to return to Regular Session. The motion was seconded by Mr. Cole. The motion carried.

**Adjournment**

Ms. Deeb made a motion to adjourn the Board meeting. The motion was seconded by Dr. Guyton. The motion carried. The meeting adjourned at approximately 9:31 p.m.

Respectfully submitted,

  
Garry Moore, Sr.