

# **MARSHALL UNIVERSITY**

## **BOARD OF GOVERNORS**

Memorial Student Center

October 15, 2009

Members present, in person: Verna Gibson (chair), Mike Sellards, John Hess, Joe Touma, Mike Farrell, Ed Howard, Robert Shell Jr., Dale Lowther, Larry Stickler, Mike Dunn, Matt James

Members Absent: General Mooney, Brent Marsteller, Latitia Chafin, Gary White, Gary Adkins,

Others in Attendance: Stephen Kopp, Bill Bissett, Jan Fox, Gayle Ormiston, Ron Area, Layton Cottrill, Anita Lockridge, Dr. Charles McKown, Jim Schneider, Mike Hamrick, Jeff O'Malley, Beth Wolfe, Perry Chaffin, Karen Kirtley and others from the MU Community. Media was also present.

### **I. Call to Order**

Mrs. Verna Gibson, Chair, called the meeting to order. She welcomed Ed Howard as this was his first "in person" meeting and thanked him for his dedication to Marshall University.

### **II. Minutes Approval**

Upon a motion by Mike Sellards, seconded by Larry Stickler, the minutes of the March 12, 2009 meeting were revised and then approved.

### **III. President's Report**

In the absence of Layton Cottrill for the "Committee of the Whole" report, Dr. Kopp's report was given first. Dr. Kopp gave an update on recruitment noting that enrollment was up. We are hoping for a 3-4% increase. Recruitment has been extremely busy; 31 fairs in 5 states. Overall, enrollment increased to 1861 freshmen, or an 11% increase. A retention plan is forthcoming later in this meeting. Just to touch on a few of these numbers...between the first and second year, retention increased almost 1%. A 1% increase = 17 students and \$340,000 in uncommitted revenues, depending on what METRICs is used. An 80% retention is the goal for Freshmen. This is a stretch, but attainable, realizing that retention is a systematic issue for everyone on campus.

The recruiting process is working on new initiatives this year. 1) Maintaining contact with the students. Welcome Weekend played a large part in this success; 2) stronger relationship through parents and using those areas of opportunities for ways to advance through parents' pre and post enrollment; 3) Rebuild relationships with high school personnel and their influence to promote and bring

students to campus.

Residence Hall occupancy is up, not entirely where we want it to be, but is increasing. We are working on marketing the benefits of residential living.

An orientation program for new members of the MUBOG is being developed for in November or December. Any seasoned member that would like to attend is welcomed as well. The overall goal of this orientation is for members to have an “insiders” look at Marshall University operations.

WV HEPC Program – On November 19, 2009, the HEPC is sponsoring a Finance Summit. He will query to see if this “summit” qualifies for professional development for the Board. The meeting will take place in Morgantown at WVU. As a side note, we are working on planning for a future professional development session in Huntington.

Finance is working on an ongoing budget plan. Our goal is to project and forecast revenue more accurately, annualizing tuition and predictions for multi-year forecasting and budgeting narrowing the gap of predictions and actual numbers. Dr. Kopp recognized Anita and her staff in attendance and thanked them for all the work they do behind the scenes. The main goal is to produce a three year budget plan this spring. Eventually a 5 year budget plan will be submitted.

The H1N1 initiatives undertaken by MU have been beneficial. Nine resident students have used the isolation floor. We are unsure if they had H1N1, however, all have recovered and the isolation floor is empty. A letter was sent to the parents of all students, which is receiving positive feedback.

Deferred Maintenance in the past year is \$3.3 million. Currently there are five projects underway totaling approximately \$1.1 million.

The Honors College being led by Mary Todd will “go live” next fall. One important initiative will be to establish a chapter of The Honor Society of Phi Kappa Phi.

The Forensics Team called the “Thundering Word” (formerly known as the debate team) has been reinstated. At a recent competition, Marshall finished 7<sup>th</sup> and 6<sup>th</sup> place, respectfully out of 14 teams in two tournaments. Danny Ray is the director and is doing a fine job. We are excited to see this student program progressing.

The ABET Accreditation Visit went well. The preliminary report was well received. Because of the cycle of ABET, a formal letter and the accreditation decision will not be sent until August 2010.

The next MUBOG meeting is December 15, 2009. This weekend is the MU/WVU football game. Dr. Kopp is looking forward to a victorious ride home.

#### **IV. Committee of the Whole**

##### a) Definition of Emeritus Status

Layton apologized for being out of the room and going out of order from the agenda. Recently the Governor by proclamation granted emeritus status to a retiring member of the Marshall University Board of Governors. Currently there exists no statutory or policy definition of such status and, therefore, the Board seeks to define the parameters of this designation as entitling such individuals to be afforded notice of all official meetings and entitlement to participation therein without vote. This does include Executive Session, Executive Committee Meetings when invited, and Regular Meetings. A question from a board member regarding whether going forward the designation has to originate with the Governor and the response from Layton was no. The following resolution was read to the Board:

*Resolved, that the Marshall University Board of Governors hereby defines emeritus status for previous members as entitling those individuals to notice of official meetings and rights of participation without vote.*

Upon a motion by Robert Shell Jr., seconded by Michael J. Farrell, motion carried.

#### **V. Retention Plan Presentation**

A presentation was made by Dr. Gayle Ormiston, Provost of Marshall University. Also given to the Board were paper copies of the PowerPoint presentation. Dr. Ormiston began by stating that Retention is the #1 topic on campus and it begins with recruitment. He discussed the responsibilities of the Office of Recruitment, Admissions, University College, and Student Affairs in coordinating and leading these recruitment efforts. These efforts include Open Houses, Orientation, on-campus and off-campus activities by a staff of 5 full time recruiters. For 2009-2010, these combined efforts resulted in an 11.5% increase over Fall 2008 freshman enrollment, and a 3.5% increase in overall University enrollment. The goal for 2012-2013 for freshman enrollment is 2,000 full time students. Currently, Fall 2009 full time freshman enrollment is 1,888 (which is 200 over F 2008). The projected goal was a 5% increase each year to reach the goal of 2,000 full time freshmen. A 5% increase for Fall 2010 would be an additional 94 students for a total of 1982 students and we would exceed our goal by 2012-2013 if we continued to have a 5% increase annually. These recruitment efforts are guided by an enhanced communication plan including email, direct mail, telephone and personal contacts with prospective students. Student populations by geographic locations have been identified. Travel of our recruiters focuses on WV and Border States as high emphasis areas, Florida and New Jersey as moderate emphasis areas and North Carolina, Texas, Indiana and Georgia as exploratory areas. Some charts were shown regarding planning

student success with variables per year of where we have been; and where we would like to be...The Retention and Student Success Plan. This Plan has been divided into four parts: 1) Advising; 2) General Education: Core Curriculum; 3) Assessment; 4) Communication. Dr. Ormiston discussed each item and wrapped up with a question and answer session from the Board. The Board asked for additional information from some of the questions asked. Dr. Ormiston will research and bring to a future meeting.

## VI. Committee Reports

### **Finance, Audit and Facilities Planning Committee, John G. Hess, Chair**

Mr. John Hess discussed the Finance, Audit and Facilities Planning Committee meeting that began at 8:00 a.m. this morning. It was a lengthy meeting. Dennis Juran from Deloitte attended the early meeting. He gave a comprehensive overview of the audit discussing the clean audit opinion, noting there were no material weaknesses. The action item for the Board is to accept the report. The following resolution was read:

*Resolved, that the Marshall University Board of Governors accept the audited Financial Report for Fiscal Year 2008-2009.*

Upon a motion by John Hess, seconded by Mike Sellards, the motion carried.

- Investment Earnings Update. This item was to show the Board received the report as presented. The following resolution was read to the Board:

*Resolved, that the Marshall University Board of Governors receives the Investment Earnings Report for the two months ending August 31, 2009.*

Upon a motion by Dr. Touma, seconded by Mike Farrell, the motion carried.

- Directive to remove references to MCTC from Board policies – this item is a housekeeping item established by WV Code § 18B-2A-7a directing the transfer of “all orders, resolutions, policies and rules” to their new board. MU policies are currently written reflecting the previous MCTC reporting relationship to the MUBOG. Removing references to the MCTC from MU policies will reduce confusion on the part of anyone reading them who may be unaware that the policies have no authority over the MCTC. No reference will be removed if it is used in a manner that treats the MCTC as an external entity (agreement) or in any other manner such that the removal changes the content and intent of the policy in a substantive way. There will also be corrections grammatically regarding plural references. This process will be completed by late spring 2010. There is no anticipated cost for this item.

*Resolved, that the Marshall University Board of Governors directs staff to remove any and all references (including derivative references) to “Marshall Community and Technical College” from all Board policies where such references exist due solely to the previous authority the Board had over the College. Staff shall make whatever non-substantive editorial and/or grammatical changes are necessary to facilitate the removal of the aforementioned references.*

Upon a motion by Verna Gibson, seconded by Mike Farrell, the motion passed.

- Approval of policy regarding weather-related and other closures/delays (GA9) – this is to amend the current Policy GA-9 by adding text that makes permanent a form of compensatory time for those who are required to attend work at a time when the University is in a closed status due to weather or other emergency conditions. The new version (online) removes references to the MCTC and was sent out for comment. The two main changes to the policy are: 1) the time off provided to employees is called substitute time off (STO) as suggested in a comment received. This allows the time off to be called something other than “compensatory time off” which is a term of art in Fair Labor Standards Act overtime calculations. 2) a statement was added explaining straight time, overtime pay, or overtime compensatory time off during a week with one or more emergency closings so long as the employee actually works either more than 37.5 hours with regard to additional straight time or more than 40.0 hours with regard to overtime pay or overtime compensatory time off. The proposed amendment simply codifies the current practice into the policy. Therefore, there is no incremental financial cost to the institution. The following resolution was read to the Board:

*Resolved, that the Marshall University Board of Governors adopt Policy GA-9, Policy regarding weather-related and/or Emergency closings and delays.*

Upon a motion by Robert Shell Jr., seconded by Ed Howard, the motion passed.

- Approval of policy regarding student tuition and fees. After an evaluation of current Policy FA-10, Tuition and Fees Policy, an amendment to remove a section related to late registration fees was determined. The late registration penalty could discourage the enrollment of new students during the period designated as late registration at Marshall University. Also references to MCTC were removed. A “notice of proposed rulemaking” was distributed to constituency representatives, with no comments received. There is no anticipated cost to the institution. The late registration fee would normally generate approximately \$20,000 in revenue per year, but due to the complexity of assessing the fee and the stated reason for

removing the fee from the policy, it has not been assessed for several years. Therefore, the following resolution was read to the Board:

*Resolved, that the Marshall University Board of Governors adopt Policy FA-10, Assessment, Collection, and Refund of Student Tuition and Fees.*

Upon a motion by Dale Lowther, seconded by Joe Touma, the motion carried.

### **VIII. Academic & Student Affairs Committee, Verna Gibson, Chair**

There were no action items at this time to be presented, only informational updates from Athletics, Student Affairs and Medical School.

### **IX. Executive Session**

The Board voted to go into Executive Session upon a motion by Mike Sellards, seconded by Dale Lowther and motion carried.

After a brief period of time, Larry Stickler moved that the Board rise from executive session into open session. Verna Gibson seconded and the motion carried.

There are 2 items to present in open session: 1) a naming opportunity and 2) Building concept.

- 1) Resolved, that the Marshall University Board of Governors hereby authorizes the naming the men's and women's locker rooms in recognition of the \$500,000 contribution which facilitated their construction, and further that the names of the individuals will be revealed at the time of the official recognition.

Upon a motion by John Hess, seconded by Joe Touma, the motion carried.

- 2) Resolved, that the Board authorizes the University to move forward with the concept of the building for bioengineering and Mechanical engineering to be presented at a future meeting.

Upon a motion by Dale Lowther, seconded by Robert Shell Jr., the motion carried with a clarification regarding the types of engineering programs to be housed in the building.

### **X. Adjournment**

As there were no other matters to bring before the Board, the meeting was

adjourned.

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Michael G. Sellards, Secretary