

Marshall University Board of Governors
Board Meeting
October 28, 2015
Shawkey Dining Room

Present: Michael G. Sellards, Chairman; Phyllis Arnold, James Bailes, Phil Cline, Oshel Craigo, Tim Dagostine (by phone), David E. Haden, Edward Howard, Christie Kinsey, Dale C. Lowther, Joseph McDonie, Wyatt Scaggs, Joseph B. Touma, M.D., Dr. Cam Brammer, Duncan Waugaman, Miriah Young

I. Call to Order

Upon determining a quorum was present, Chairman Sellards called the meeting to order.

II. Minutes Approval

Upon a motion by Dr. Touma, seconded by Mrs. Arnold, the Board approved the minutes of August 26, 2015.

III. Committee of the Whole

Chairman Sellards recognized Mr. Lowther to speak to delay in FY2014-15 audit. Mr. Lowther recognized auditors Michael Johns and Bill LeClaire from CliftonLarsenAllen.

The auditors spoke to the delay being caused by OPEB liabilities and had nothing to do with internal issues. Motion was made by Mr. Lowther to accept report as presented, and seconded by Mr. Waugaman, the board approved the report as presented.

Chairman Sellards recognized Dr. Tracy Christofero who presented on the institution's enhanced educational capabilities using Blackboard Collaborate.

IV. Committees

Academic and Student Affairs Committee

Mr. Howard reported on the discussion in the meeting of the Committee. There are four action items to approve.

- a) Addition of a Degree Program: Bachelor of Arts in Sports Management

Upon a motion by Mr. McDonie, seconded by Mr. Waugaman, the following resolution was read and unanimously approved:

Resolved, that the Marshall University Board of Governors approve the addition of a degree program of Bachelor of Arts in Sport Management. The fiscal note was that the program needs no additional resources beyond the time investments in annual assessment, 5-year program review, and pursuit of accreditation. The Sport Management degree is fully funded through the College of Health Professions in the School of Kinesiology and has four full-time faculty members.

b) Addition of a Degree Program: Master of Science in Clinical and Translational Science

Upon a motion by Mr. McDonie, seconded by Mr. Waugaman, the following resolution was read and unanimously approved:

Resolved, that the Marshall University Board of Governors approve the addition of a degree program of Master of Science in Clinical and Translational Science. It was noted that no new faculty will have to be hired to teach in this program.

c) Addition of a Degree Program: Master of Social Work

Upon a motion by Mr. Craig, seconded by Mrs. Arnold, the following resolution was read and unanimously approved:

Resolved, that the Marshall University Board of Governors approve the addition of a degree program of Master of Social Work. The fiscal note is that this new program will follow the stand-alone funding model used in the Schools of Physical Therapy and Pharmacy, with all program expenditures funded by tuition dollars. Thus, no additional institutional funding is requested. The Program is expected to generate small but positive cash flows for the first three years, with increases in year four and five as the program grows in student enrollment.

d) Campus Compact

Due to a change in the policy of the Higher Education Policy Commission and WV legislature, the Board will need to approve the Institutional Compact update. The summary was emailed earlier last week. Upon a motion by Dr. Touma, seconded by Mr. Craig, the following resolution was read at the meeting:

Resolved that the MU Board of Governors approves the 2015 WVHEPC Institutional Compact.

Finance, Audit and Facilities Planning Committee

Mr. Lowther reported on the discussion in the meeting of the Committee. There are four additional action items:

- a) Investment Earnings Update

Upon a motion by Mr. Lowther, seconded by Mr. Scaggs, the following resolution was read and unanimously approved:

Resolved, that the Marshall University Board of Governors receives the Investment Earnings Report for the two months ending August 31, 2015.

- b) Final approval of amendments to the Employee Dependent Undergraduate Tuition Assistance Program

Upon a resolution by Mr. Lowther, seconded by Mr. McDonie, the following resolution was read and unanimously approved:

Resolved, that the Marshall University Board of Governors approves as final the amended Policy No AA-42, Employee Dependent Undergraduate Tuition Assistance Program, and that the amended policy will be effective for the Fall 2015 semester. A fiscal note read as follows: The anticipated additional cost to the institution for implementing this policy is expected to be approximately \$10,000 per semester.

- c) Awarding of Tuition and Fee Waivers

Upon a motion by Mr. Lowther, seconded by Mrs. Kinsey, the following resolution was read and unanimously approved:

Resolved, that the Board of Governors accepts the report on tuition waiver utilization.

This is per WV Code §18B-10-6a(a)(4) and §18B-10-6a(b)(4), which requires the awarding of undergraduate fee waivers and graduate fee waivers, respectively, “be entered into the minutes of the meetings of the governing board.”

- d) Memorandum of Understanding between MU and MU Foundation

Upon a motion by Mr. Haden, seconded by Dr. Touma, the following resolution was read and unanimously approved:

Resolved, that the MUBOG hereby approves the Memorandum of Understanding outlining the purposes, duties and various operational and administrative relationships between MU Foundation Inc. and Marshall University.

V. President's Report

- **Integrated Marketing Effort**

We have contracted with higher education marketing firm TWG Plus to help develop and execute the university's first comprehensive brand marketing strategy. The firm was selected through a competitive bidding process. A special thank you to Mr. Craig for reviewing the RFP and the proposals we received.

TWG will be using the market research and brand platform developed by Zone5 last year. Representatives from TWG will be on campus November 12-13 to meet with university constituent groups as the first step in the process.

After that, they will:

1. Develop the creative approach—how Zone5's brand positioning can be expressed creatively through our visual identity;
2. Test the creative approach with focus groups;
3. Establish brand guidelines for the university community and help us roll it out with a campus toolkit—to establish a consistent look and feel across all our marketing efforts; and
4. Develop a comprehensive brand plan and marketing strategy for our targeted audiences—including specific media plans, timelines, and metrics and measurement.

- **Promotional Campaign for SC Campus**

We will be launching an advertising campaign in the coming weeks to promote the Fall 2016 availability on the South Charleston campus of general education core classes, including English composition, first-year seminar, the sciences and the humanities (music and art appreciation).

The message of the campaign will be that you can begin to work toward your Marshall degree in engineering, health professions and business by taking many of your core classes in South Charleston—in effect, setting students up to complete their degrees in Huntington.

- **Dual Credit Program/Tudor's**

Mr. Craig has generously offered to pay for qualifying high school students to take classes for free through Marshall University's College Courses in the High Schools program. The "dual credit" program allows high school students in participating counties to get a head start on their college career by offering classes that count for

both high school and college credit. Mr. Craig will pay the \$25 per credit hour fee for students enrolled in the program in the West Virginia counties where his Tudor's Biscuit World restaurants are located. To be eligible, students also must meet specific financial need guidelines. We are currently putting together the program guidelines and contacting the county school systems to let them know of the availability of this financial assistance beginning with the semester that begins in January 2016. As soon as the guidelines are finalized, we will be contacting the media and doing other publicity to help get the word out.

- **Space Utilization**

Senior leadership continues to work on space utilization and assessment. A space committee is being convened that is comprised of senior leadership, faculty and staff. The committee will meet in November to review a current list of space requests. There are continued plans to close Laidley Hall in late Spring, moving offices to other locations around campus. Under review is a proposal by Sightlines to conduct an assessment and provide recommendations for better use of existing space.

- **Dashboard**

Please note CFI is blank due to incomplete audit.

Interim President also discussed regarding cuts, the 2020 initiative and the budget work group, Homecoming, HLC Accreditation, upcoming Engineering Summit, enrollment, Corporate gift of \$1 million, Concord State and Bluefield State Articulation Agreements; Mountwest Articulation Agreement, and a project that we are working on with General Hoyer.

President White asked Dr. Maher to give a brief report on Research and the awards that have been received since August 2015. He recognized Dr. Chuck Somerville on behalf of the College of Science for a National Science Foundation Research Infrastructure Improvement Award to the HEPC and a \$1.17 MM/year sub-award for the Appalachian Freshwater Institute and Astrophysics at Marshall University; Dr. Joe Shapiro and other researchers for a major article published in the journal *Science Advances*, a major national science journal. This is the first significant discovery to emerge from Marshall labs as a result of the Bucks for Brains funding; Dr. Jan Fox for receipt of a grant of \$500,000 from the National Science Foundation to improve campus-wide computer networking in support of research; Ms. Charlotte Weber at the Robert C. Byrd Institute for Advanced Flexible Manufacturing was awarded \$4.9 million over five years to fund the National Advanced Manufacturing Apprenticeship Program; and Marshall University has been awarded a nearly \$1 million grant from the Substance Abuse and Mental Health Services Administration of the US Department of Health and Human Services to

provide substance abuse prevention and early intervention training to students in a number of health care related programs.

VI. Chairman Report

Mr. Sellards expressed his deep appreciation to the Board for their dedication and professionalism during the lengthy presidential search.

VII. Executive Session under the authority of WV Code §6-9A-4

Upon a motion by Mr. McDonie, seconded by Mr. Haden and unanimously approved, the Board entered Executive Session to discuss personnel matters. After a brief time, the Board entered open session, upon a motion by Ms. Kinsey, seconded by Mr. McDonie, and unanimously approved.

VIII. Announcements

Dr. Gilbert begins January 16th, and plans to be very involved and interested. There will be an official welcoming reception in early December.

IX. Adjournment

Upon a motion by Mr. Lowther, seconded by Mr. McDonie, and unanimously approved, the Board meeting was adjourned.

Wyatt Scaggs, Secretary

