

Marshall University Classified Staff Council Minutes

August 15th, 2024, Virtual Meeting via Microsoft Teams

Members Present: Jesse Baldwin, Nina Barrett, Lacie Bittinger, Mark Brumfield, Tim Cline, Maegan Gruber-Basenback, Beretta Coleman, Samantha Holiskey, Carol Hurula, Dena Laton, Heather Lowe, Becky Lusher, Nick Martin, Anita Mathis, Lisa Maynard, Larry Morris, Lisa Ransbottom, Terri Thompson, Justin Tyler, Tony Waugh, Amy Weaver,

Members Absent: Anna Evans,

Members Absent (Excused):

Guests: Michaela Arthur, Christopher Atkins, Hailey Bibbee, Michelle Biggs, Jim Booth, Sharon Booth, John Bowen, Pat Campbell, Kelly Carothers, Perry Chafin, Mary Chapman, Latrenda Clay, Kassandra Contreras, Jon Cutler, Meg Cyrus, Amy Marie Davis, Kaleigh Decker, Bob Dorado, Laura Drake, Travis Edmonds, Katrina Eskins, Amy Ethel, Bruce Felder, Cadyn Fraley, Melanie Gallaher, Grace Gooding, Justin Hawthorne, Lisa Henry, Michael Hill, Linda Holmes, Darlene Howell, Drew Hutchinson, Brandi Jacobs-Jones, Paige Kennedy, Chris Key, Jonathan Langer, Leeann Lemon, Sybil Lockard, Kelly Marcum, Michael McGuffey, Char McKenna, Teresa McSweeney, Teresa Meddings, Rebecca Meek, Carrie Mendoza, Larry Metcalf, Nathan Miller, Amad Mirzakhani, Brian Morgan, Carl Mummert, Katherine Murphy, Robbie Nance, Becky Neace, Rebecca Pack, Dicky Parker, Jodie Penrod, Kelli Price, Tabby Puckett, Jessica Rhodes, Angie Rose, Kandice Rowe, Rodney Sanders, Amy Saunders, Patricia Saunders, Tyler Sharp, Elizabeth Sheets, Marcie Simms, Lindsay Smith, Tracy Smith, Wes Spradlin, Sharon Stackpole, Crystal Stewart, James Taylor, Robin Taylor, Jim Terry, Erica Thomas, Kim Thomas, Matt Tidd, Mary Waller, Cora Westmoreland, Jodi Zimmerman

Chair Tony Waugh called the meeting to order. Parliamentarian Becky Lusher verified there was a quorum.

Avi Mukherjee – Provost

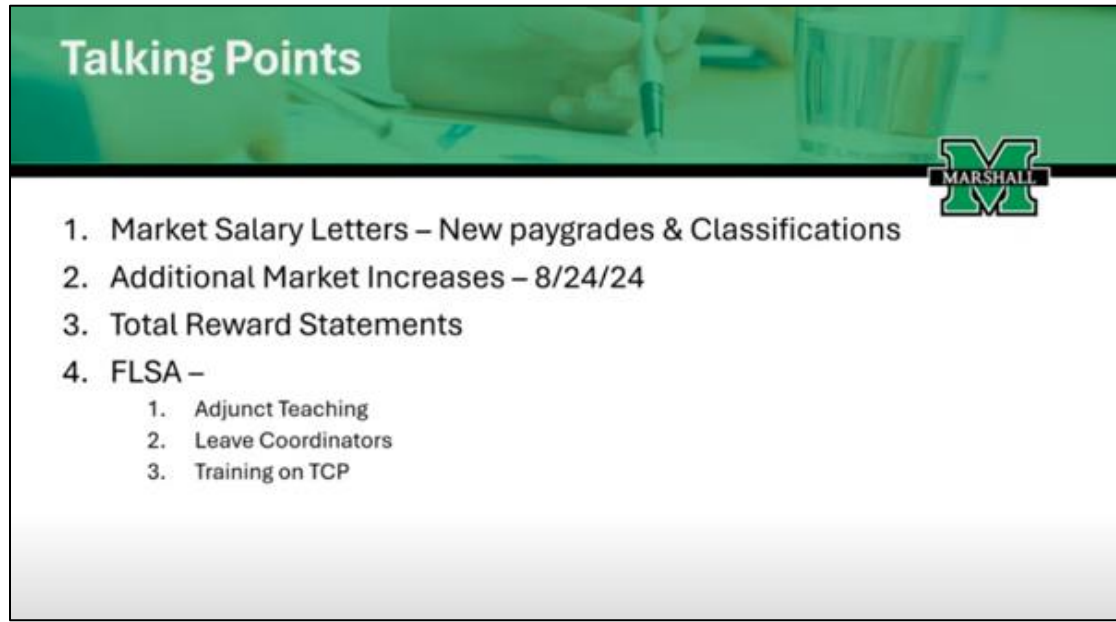
- **Enrollment Growth:** Avi highlighted significant enrollment growth across all colleges, with undergraduate numbers showing a robust 5% increase and a notable rise in metro students. This growth is seen as a positive sign for the university's future.
 - **Undergraduate Enrollment Increase:** Avi reported a 5% increase in undergraduate student numbers, indicating a robust growth trend for the university.
 - **Graduate Student Numbers:** While undergraduate enrollment saw a significant rise, graduate student numbers remained relatively unchanged from the previous year, with efforts underway to boost these figures.
 - **College-Wide Growth:** Every academic college within the university experienced an increase in student numbers, signaling a university-wide trend of enrollment growth.

- **Metro Student Surge:** Metro students, both undergraduate and graduate, saw substantial increases in enrollment, with undergraduate metro students experiencing nearly a 15% rise.
- **Student Retention:** Avi reported strong retention numbers for fully admitted students, standing at 78.3%, indicating effective student support and engagement strategies.
 - **Retention Rate Achievement:** The retention rate for fully admitted students reached 78.3%, reflecting the university's successful strategies in student support and engagement.
 - **Retention Focus:** Emphasis was placed on the retention of fully admitted students, excluding those who were conditionally admitted, to bolster the overall retention figures.
- **Distance Learning:** Avi noted a 25% growth in distance students, reflecting the university's expanding reach and adaptability to online education trends.
- **International and Diverse Student Growth:** Avi mentioned a 17% increase in international students and a 5% increase in students of color, showcasing the university's growing diversity and global appeal.
 - **International Student Increase:** International student enrollment rose by 17%, highlighting the university's appeal to a global student population.
 - **Diversity Enhancement:** Students of color enrollment increased by 5%, contributing to the university's efforts to enhance diversity on campus.

Brandi Jacobs-Jones

- **Campus Carry Policy:** Brandi Jacob Jones discussed the implementation of the campus carry policy, emphasizing efforts to enhance safety and compliance with industry standards.
 - **Policy Implementation:** Brandi outlined the campus carry policy's implementation, focusing on safety enhancements and adherence to industry standards.
 - **Student Concerns:** Student concerns regarding housing and safety were addressed, with efforts made to keep students informed and involved in the policy's rollout.
 - **Facility Adjustments:** Adjustments to athletic facilities and operations were made to maintain compliance with the campus carry policy and ensure a safe environment.
 - **Training Initiatives:** Additional training courses were planned to equip staff and students with the knowledge to manage the new policy effectively.

Bruce Felder – Human Resources



The slide features a green header with the text "Talking Points" in white. Below the header is a list of four main points, with the fourth point having three sub-points. The Marshall University logo is visible in the top right corner of the slide content area.

Talking Points

1. Market Salary Letters – New paygrades & Classifications
2. Additional Market Increases – 8/24/24
3. Total Reward Statements
4. FLSA –
 1. Adjunct Teaching
 2. Leave Coordinators
 3. Training on TCP

- **Market Salaries**
 - We've updated our salary letters, skills and pay grades.
 - The salary schedule will be on the website the following week.
 - We've aligned all of our employees to the correct midpoint of the new salary scales.
 - Conducted compa ratios, which is analyzing the distance of your current salary with how far away you are from the new midpoint.
 - We've applied a salary increase using our saved to serve funds, which was about \$1,000,000.
 - Those letters will be released sometime next week around August the 20th.

(Market Adjustments) 8/24/24 – Payday 9/20/24



- **Sourced Funds** – 1.25 million – (from save to serve)
- **Available raise pool after fringe benefit allocation** - \$1,000,000
- **Distribution** – All employees based on distance from Midpoints

STAFF

Compa-Ratio	Increase	Cost
At and above midpoint	.5%	\$99,801
.90-.99 of midpoint	.75%	\$67,696
.80-.89 of midpoint	1.25%	\$131,896
.70-.79 of midpoint	2.25%	\$178,125
Less than .70 of midpoint	3.25%	\$84,122
TOTAL:		\$561,640

- Save to Serve Funds
 - We had \$1.25 million allocated.
 - \$1,000,000 distributed towards around 1750 employees.
 - Total rewards statements will be released about a week after the raise letters.
- **Fair Labor Standards Act (FLSA)**
 - Changes were effective July 1st.

Fair Labor Standards Act (FLSA)



FLSA Regulatory changes.

Approximately 155 employees affected...

1. FLSA –
 1. Adjunct Teaching
 2. Leave Coordinators
 3. Training on TCP



Approval of Minutes

- The June 20th, 2024 minutes were approved as written.

Board of Governors – Carol Hurula

BOG Representative – Carol Hurula

** This is my interpretation of each meeting, presentation, and individual reports. Notes are written in my words and are not verbatim words of speakers. I have attempted to share the updates as closely as possible to the content. Any questions or clarification, please notify me. *Forgive any typos.*

BOG Retreat on Monday, August 5th & BOG Meeting on Tuesday, August 6th – Brad D. Smith Center for Business & Innovation.

BOG Meeting, August 6th.

Committee of the Whole

- Swearing in of new Student Representative – Brea Belville by Judge Corky Hammers.
- Approval of minutes for June 12, 2024.
- Approval of Advisory Board Members for WV Autism Training Center, Landon Meadows and Hillary Adams.
- Approved renaming of Smith Hall to Stewart H. Smith (7th MU President served 1946-1968). o This is to differentiate facilities, such as Brad D Smith Foundation Hall, Brad D Smith Center for Business & Innovation, Smith Music Hall (Evelyn Hollberg Smith Music Hall) and Stewart H. Smith Hall.

Academic and Student Affairs Committee /Provost Update: Avi Mukherjee and BOG Committee Chair – Kathy D’Antoni

- Approval of BOG Rule AA-1 Sabbatical Leave.
- Approval of BOG Rule AA-16 Professional Responsibility, Academic Responsibility, and Academic Freedom.
- Provost update (see handout provided by Academic Affairs) on each college highlights and summary page.

Student Representative Update: Brea Belville, SGA President.

- Excited to begin tenure on the board.

- After the retreat on Monday, she learned about many things in our community.
- The platform she ran on focused on student wellness, student safety, and student equity.
- Brea and her VP Connor Waller were inaugurated in May. She, Connor and many student leaders attended the WV Student Leadership Conference.
- At the Leadership Conference she met the elected state Advisory Council President of Students for the first time and is looking forward to a very productive year with that group.
- She was honored to meet new students at orientation this summer. She, President Smith, Marcie Simms, and a phenomenal group of students who were on a panel, gave heartfelt advice to our new students about the highs and lows of college and meeting their Marshall Moments.
- Over the three weeks of orientation, SGA had 176 students' express interest in becoming student leaders on campus. That is the testament to the direction that Marshall is going.
- Three student athletes represented Marshall in New Orleans this summer at the Sunbelt Conference Summer Summit.
- As we leave summer behind, looking forward to the 2024-25 year. She feels she would not be fulfilling her job duties if she did not mention that students have expressed concern about housing. She has taken the time to learn what the community offers and stays updated on what our residence numbers are and letting students know they are here to hear their concerns and needs. She and Connor expressed this through a press release two weeks ago. From the press release until today, numbers are moving in the right direction.
- Fall and football, she plans on continuing the tradition of having student leader of the game highlighting the wonderful students at Marshall University through partnership with Athletics.
- Coordinating with Alumni Relations to have representation at the Marshall University and Ohio State football game in Columbus.
- September Marshall and WVU will come together in Washington DC. SGA is working with Government Relations team to attend the Universities United event and hoping to travel and flood the Capitol with more Green than Blue.
- October plans for homecoming and theme.
- Connor will work closely with the planning committee for the 54th Annual Memorial Fountain Ceremony.

School of Medicine Update: Dr. David Gozal (handout provided)

Athletic Committee (*Christian Spears & BOG Member Jim Smith*)

- No action items.

- Centers of Excellence –Athletics (*)(* works currently with each unit. o Athletic Training – Marshall Health

- o Information Technology

- o Office of General Counsel & External Affairs – HERD Vision & NCAA Compliance

- o Office of Academic Affairs – Buck Harless Center advising

- o Now incorporating Facilities and Operations – facility management & updates.

- Calendar of upcoming events.
- National issues updates.
- Athletic Team updates (handout)

Finance, Audit, and Facilities Planning Committee (Matt Tidd & BOG Committee Chair – Donald Holcomb)

- Approval of property acquisition, demolition & removal of structures at 1530 & 1540 4th Avenue.
- Approval of BOG Rule FA-3 Purchasing Policy (appropriate employees at university with signature authority as filed with the Secretary of States Office). President, Legal Counsel, and CPO.
- FY24 Projection vs Budget by Matt Tidd. Budget deficit from 28.4 million to 20 million
- Audit reconciliation of year end & financial statement.
- New Budget Model roll out in November. Budget Training for BOG Members – sessions forthcoming.
- Perry Chaffin provided an audit update.
- Update regarding community on increased occupancy in MU housing.
- Finance update. (handout)

Facilities & Operations and Audit: Brandi Jacob Jones (handout provided)

- Campus Carry update. 4 students to date have purchased or submitted a request to rent a gun safe from MU approved vendor.
- August 1 President shared an update with campus on campus carry & Athletic Department released information about Safe to Stay with the HERD. An update on safety on campus carry and athletic venues.
- Industry standard, Institutional standard, with 300+ higher education institutions, we were one of two remaining in the nation that had not implemented a policy or practice.

- Athletics worked closely with Sodexho to enhance the fan experience. Gates will open two hours before kickoff, previously this was 90 minutes. Will have special sales & activities. i.e. hot dog sales, special commemorative cups, and activities. More attractive experience, proud of Mark Arnold and his work with local vendors. Will also have food trucks as well for other offerings outside of traditional offerings by Sodexho.
- Teams are working hard to ensure spaces are safe.
- Two additional training courses are coming up by Student Affairs & General Counsel's Office. Classroom management, tips for faculty on how to manage and help students and equip them and students with information. Student Affairs during Week of Welcome will have an event on Friday, August 16th at 3:30pm "Together We Thrive" for our first-year students to equip them with tools on staying safe, campus carry, and pedestrian safety.

Presidents Update (Brad D. Smith) *summarized highlights only.

- Thanks to BOG for participating in the strategic onsite meeting on Monday, August 5th.
- At the strategic onsite meeting, the heads of shared governance, BOG members, and cabinet members go together to continue to advance our efforts to strategically and ethically apply Artificial Intelligence. To do this in a way that does four things; advance innovation in our teaching & learning, strengthen our research excellence and impact, improve operational efficiency and sustainability, and ensure leading edge infrastructure and technology that will enable data security, compliance and governance.
- All four of these areas focused on delivering against the mission of Marshall for All, Marshall Forever and ensuring the success of every student that enrolls at Marshall University.
- It is a privilege to serve this university and blessed to have a Board of Governors that is willing to invest their time, and learn with us, to share their wisdom and experience along the way. On behalf of the Academic & Staff community, we thank you.
- Meeting reinforced what we have acknowledged and embraced at Marshall University.
- Reimagination and transformation occurring across the globe. We have chosen to seize this opportunity to reimagine and reinvent ourselves and seek to serve as a demonstration project for the rest of the world in this process.
- Three head winds reshaping higher education. Demographics, digital, and doubt. Demographics: bracing for the pending enrollment cliff in 2025, 15% fewer high school seniors, double whammy 12% of these will actually decide not to pursue a college degree causing a pipeline problem in our nation's workforce and secondary education. Digital front, how education is being delivered and how students prefer to learn is continuing to be reshaped by technology, learning platforms like YouTube, Khan Academy, and Credibly are already growing very quickly with a turbo-boost of language learning models in artificial intelligence.
- Many institutions of higher learning are either closing their doors or merging with others.

- According to research, in the years 2010 to 2014 approximately 40 higher education institutions merged or closed their doors.
- Since 2015 to today, that has accelerated with an additional 131 institutions that have merged or closed their doors.
- Beyond these three D's, we are also navigating the mass transformation occurring in NCAA athletics. NIL to transfer portal, to conference realignment to litigation, in combination these elements are changing the DNA of college athletics and will do so for generations to come.
- Paraphrase Amazon founder & Executive Chairman, Jeff Bezos, never lean away from the future because the future always wins.
- Marshall has leaned in and chartered a course to become the most admired and studied institution in the nation powered by the strategy we co-wrote together – Marshall for All, Marshall Forever.
- We are committed to being that 21st century prosperity platform that offers an in-demand curriculum that delivers on demand contemporary mix in technology and human expertise and to exemplify cells of areas of distinction on a national level.
- We've set bold goals for ourselves.
- 200th anniversary coming up in 2037. Our goal is we will place 100% of our students in a job, or continuing education, and graduate no student, with student loan debt.
- We continue to grow our research grants and contracts from 65 million to more than 150 million in that year and increase the number of startups in WV by 3X.
- Increase our economic impact in WV from what has been a 14X return for every dollar the state has invested in Marshall to a 30X return in 2037.
- Efforts are laser focused by five student first priorities.
 - o Increase access
 - o Ensure affordability
 - o Grow support programs and wrap around services
 - o Deliver programs and services on demand
 - o Enable lifetime achievement of our students
- Early indications of positive outcomes despite these micros and environmental headwinds.
- Our Fall 2024 enrollment is once again on pace to outperform our internal projections, building on a strong Fall 20223 that reversed a thirteen-year enrollment decline.
- Admitting 2nd 100 students into the Marshall for All Program, Marshall Forever with a promise of no student loan debt.

- Building on last year's successful cohort of students that proved their success in academic & civic performance.
- See strong growth in research grants and contracts.
- Recently updated our economic impact analysis that shows that every dollar the state invests in Marshall the state is getting an 18X return not a 14X return, in only a 2-year period.
- We have leaned into artificial intelligence. The Presidential Taskforce co-chaired by Dr. Shawn Schulenberg and Bill Gardner ensures that Marshall leads the way in applying these tools in the most innovative and constructive manner possible.
- Our Athletic department is quickly innovating and scenario planning to ensure Marshall University is positioned to effectively compete and win.
- We have been sharing this story with external bodies including legislative leaders representing the 16 southern states in the US, who attended the recent southern legislative conference at Greenbrier.
- We have also been out on the road sharing the story with major philanthropic foundations across the country.
- Our story is resonating, and the interest and support in Marshall's journey is increasing.
- None of this would be possible without the power of WE.
- Two years ago, Robin Riner and a dedicated team formed a Shared Governance Taskforce to benchmark and propose a model that would unleash the wisdom of our collective campus while accelerating our velocity by translating those ideas into impact. Those efforts lead to a campus that is 100% aligned and hard at work to become that demonstration project for the rest of the nation.
- We are working at reducing the structural deficit.
- Rewarding our employees with pay increases, as we strive to deliver on our commitment of a positive financial position and pay levels at market rate by 2027.
- Reminder, we do have heavy lifting ahead, but it is important to pause and celebrate these shining achievements.
- From the onset we said this is not a turn-around, but a transformation and one that we believe if we execute well, will position Marshall to be exemplar in higher education and in doing so provide a roadmap to future prosperity for students, employees, communities, and our country.
- We are Marshall for All, We are Marshall Forever.

Entered into Executive Session:

- Return from executive session, no votes or action taken.

Chairman Report: (Mr. Geoff Sheils)

- Thanked all BOG Members for their time the last two days (Retreat August 5th & BOG meeting August 6th). Special thanks to Ginny Lee for attending the early morning retreat from the West Coast (5am her time). Hope you found it informative & productive as he did.
- Thanks to Brad, his staff, and Cabinet members for all their work in helping to make this successful.
- Thanks to Patrick Ferrell. This is probably first meeting in seven years he has not chaired a committee or been Chairman of the Board. Appreciate all you've done in the past and look forward to the many contributions you continue to bring to the Board.
- Also, thanks to Andrea for navigating room setup and the numerous other things the past two days.

Adjourn 12:25pm

Future Meeting Dates

October 9, 2024

December 4, 2024

February 5, 2025

April 9, 2025

June 11, 2025

Committee Reports

Election Committee – Nina Barrett – We will hold a special election for Staff Council vacancies.

Legislative Committee – Carol Hurula – No report.

Personnel/Finance Committee – No report.

Physical Environment Committee – Becky Lusher – Becky reminded of the lost and found system across campus buildings, encouraging staff to assist with lost items and ensuring a supportive campus environment.

Service/Staff Development Committee – No report.

Announcements

Becky called for volunteers for the John Marshall Service Award Committee, highlighting opportunities for staff involvement beyond council membership.

Minutes taken and prepared by: _____
Katie M. Counts, Program Assistant, Classified Staff Council

Minutes approved by: _____
Tony Waugh, Chair, Classified Staff Council

Minutes read by: _____
Brad D. Smith, University President