

Marshall University Classified Staff Council Minutes

August 18th, 2022, Virtual Meeting via Microsoft Teams

Members Present: Clay Arens, Nina Barrett, Lacie Bittinger, David Childers, Timothy Cline, Andrea Gray, Jennifer Griffith, Chris Hodge, Carol Hurula, Dena Laton, Becky Lusher, Nick Martin, Teresa Meddings, Carleen O'Neill, Kelly Sowards, Crystal Stewart, Terri Thompson, Eric Wallace, Tony Waugh, Rob Williamson

Members Absent: Rachel Amos,

Members Absent (Excused): Beretta Coleman, Amy Saxton-Young,

Guests: Diana Adams, Mike Adkins, Pam Adkins, John Apel, Jason Baldwin, Jean Ann Bevans, Billy Biggs, Yvette Blevins, Beverly Boggs, Teresa Bolt, Jim Booth, Eddie Bradshaw, Bianca Bragg, Butch Burriss, Cody Call, Shelvy Campbell, Perry Chaffin, Mary Chapman, Meg Cyrus, Jeb Dickerson, Misty DiSilvio, Bob Dorado, Rebekah Duke, Holly Dunmore, Anna Evans, Cicero Fain, Bruce Felder, Karen Fischer, Cadyn Fraley, Melanie Gallaher, Cody Hall, Debra Hart, Lisa Henry, Katherine Hetzer, Michael Hill, Eric Himes, Jillian Hovatter, Darlene Howell, Brandi Jacobs-Jones, Simone Kompanek, Christopher Loudon, Jessica Lowman, Carissa McDonald, Michael McGuffey, Susan Midkiff, Nathan Miller, Avi Mukherjee, Katherine Murphy, Heather Murray, Robbie Nance, Becky Neace, Rebecca Pack, Ginny Painter, Daniel Persinger, Lisa Ransbottom, Jessica Rhodes, Scott Rhudy, Alice Roberts, Angie Rose, Dustin Scarberry, Shawn Schulenberg, Elizabeth Sheets, Sabrina Simpson, Brad Smith, Tracy Smith, Chris Sochor, Wes Spradlin, Allen Taylor, Kim Thomas, Hannah Titus, Laura Viars, Michelle Wheeler, Tracie Wheeler, Rachel Williamson, Amy Marie Workman, Miriah Young, Jodi Zimmerman

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

John Marshall Service Awards

Laura Viars was awarded the John Marshall Service Award for her work and dedication to Marshall University, and the Autism Training Center in particular.

President Brad Smith

- Listening Tour and 5 Big Priorities
 - Listening sessions were held with 18 sitting or former presidents of other universities.
 - Half a dozen campuses were visited.
 - There were 38 listening sessions held on our own campus.
 - The result of these listening sessions were 1200 ideas. Those ideas were boiled down to five top priorities:
 1. Tackle enrollment, and grow students, not fees.
 - We identified ten kinds of students and cohorts for us to target what they need so we can strengthen our execution and create an

environment where every student matters. We will all become chief recruitment and retention officers.

2. Having a great end-to-end experience.
 - We need to have more than one experience that is right for different types of students who have different expectations. The Board of Governors was taken through the end-to-end experience through the eyes of a student eyes, instead of our own.
 - Many new students are 18 years old and coming straight out of High School.
 - Some students are working adults with kids at home.
 - Some students have served in the military before coming.
3. Marketing
 - We have great marketing already, especially when we work with few resources. However, we believe that with more resources we will be able to do even more.
 - We mystery shopped our website against that of another university and our website won in most cases.
4. Pricing
 - We hired a group to come in and tell us how we can price for value.
 - We have 63% of students who have to take out student loans.
 - A student's average debt upon graduating is \$27,000 dollars.
 - We have expanded our metro radius to 100 miles.
 - The expansion has added more than 40 counties.
 - We have not made our metro rates the same as our in-state rates because our metro rate is still cheaper than the in-state rates of universities in those metro students' own state.
5. McKinsey Consulting
 - A committee has been working with them over summer, but there will also be opportunities for everyone to be involved with the future of Marshall. Something will be announced in October.
 - Some of what we have already learned from McKinsey Consulting includes?
 - We are a gateway university where people can come from humble beginnings but can go on to achieve great things.
 - As a state, West Virginia is struggling to retain college graduates after they finish their degree.
 - College graduates that stay in West Virginia after getting their bachelor's degree: 19%
 - Almost 40% of Marshall Graduates stay, and try to strengthen our community and build the next generation. This makes us distinctive, we're trying to

get the next generation to be able to achieve their dreams in the state.

- This will be very helpful news to talk about in Charleston
- We have to create jobs for these graduates to stay.
- Marshall has been meeting and telling CEOs, investment bankers and trade ambassadors in California, New York, and Washington DC about West Virginia and Marshall University.
 - They told the story of West Virginia, and why they should think about opening up offices here or allowing their employees to work remotely from here.
 - We have had over a dozen companies follow-up with us since that visit.
 - More information can be found here: choosewv.com.

Dr. Mukherjee – Provost

- Fall 2022 Semester starts the following week.
- Week of Welcome (WOW) is taking place this week.
- New faculty employee orientation was Monday.
- There are more activities and orientations going on throughout the week.
- The freshmen convocation will take place the next day at the Keith Albee.
- Every college within the academic side are holding their own retreats this week.
- Enrollment
 - Numbers this fall compared to last fall:
 - We have seen an increase in retention.
 - Last year's first year students to second year student retention rate was around 68%, but this year that number is about 75%.
 - The increased retention numbers have been made possible through a lot of work on many people, including advisors, the student success office, and student affairs.
 - First year freshmen and other freshmen are up 4%.
 - Seniors are up by 1.5%.
 - Sophomores are down -1.7%.
 - Juniors are up 13.4%.
 - Our overall student number is slightly lower than where we were last fall. 1% - 1.5% lower.
 - Some programs are still adding students into the database, including Pharmacy, Physical Therapy and high school students.

Jason Baldwin – Finance

- Finance is currently in the middle of end of year activities, the annual financial audit, and state's Financial Aid audit.
- Raises were implemented for FY23 last month, and should have been on the July 29th paycheck.
- Enrollment
 - We are seeing some flattening in enrollment decline and even some increases, including some students enrolled in distance programs and in the metro area.
- The Board of Governor's voted to expand the metro area.
 - We are going from 15 to 59 counties eligible for the metro rate, which will capture everyone within a 100 mi radius. We will reach 13,000 additional high school students in Ohio alone.

Bruce Felder – Human Resources

- The "freeze committee" has been renamed to the "strategic hiring committee", or S.H.C.
 - The process will change slightly.
 - All material will be loaded directly into PeopleAdmin, which will take everyone from start to finish through filling your positions.
 - Training will be coming for those who will work more with this system.
- Race and Gender Equity Study
 - This was something that was identified as being needed through the listening tour.
 - Some employees were being affected, and they will be doing a deeper dive on those individuals.
 - Some males are being paid less than females and vice versa.
 - One occurrence that looks like a race issue appears to be related to an H-1B visa, but they will need to look into it further.
 - Will do a final report and send to president.
- Telework and remote work
 - Cabinet has met and gone through HR-6, and believe it is still broad enough to handle all of our needs for remote work.
 - Will continue to update procedures.
 - There needs to be a discussion between an employee and their department leaders, and if the **job** falls under the guidelines listed in HR-6, then it's up to the individual to look into and discuss with supervisors.
 - We have to continue providing the same level of support to our customers, students, employees, etc.
- **Q:** Is there a procedure in place for us to begin to recruit remote positions? Jobs that will be listed as remote upon posting the open position.
 - **A:** The remote option will be tied to the job position, not the person holding the position, and if a department truly believes that the position is designed to be just as effective as remote, then we will look into it. However, it is up to the departments to look at whether something is truly able to be remote. It's can be an enhancement to the services we provide, and will give the ability to recruit and retain more talent.

Tracy Smith – Director of Safety

- Fall 2022 is the first fall semester since before COVID that we haven't had various return to campus testing sites.
- We are moving slowly from a pandemic into an endemic.
- We have had a great community healthcare partnership between Marshall, The Health Department, local hospitals, and the School of Medicine.
 - The Health Department presented an outline of our community partnership at a national meeting. They outlined how we were able to manage and help protect our students and employees as well as the community.
 - There were a lot of questions, and people were shocked at the relationships we have.
- Masks are no longer mandated.
 - Higher numbers equals mask *recommended*, but not required.
 - Individuals need to respect what someone wants in their own office, however.
- New CDC guidelines:
 - No social distancing
 - No quarantining
 - No testing
 - Those exposed to the virus, whether vaccinated or unvaccinated, are not required to quarantine if they are symptom free.
 - They are recommended to wear a mask and test at 5 days.
 - No longer recommending surveillance testing.
 - Testing will be for exposures or if you're symptomatic.
 - We will continue to have vaccines and testing opportunities from 9am-2pm Monday-Friday in the Memorial Student Center.
- **Q:** Will the plexiglass be removed in classrooms and offices?
 - **A:** We are currently planning to leave it in classrooms until the end of the semester.
 - If you have portable framed plexiglass in your office, you can take that down and store it for now if it's in your personal space. If it is a shared space, all employees must agree to take it down.

Debra Hart – Equity Programs

- On June 23, 2022 The Office of Equity Programs and Title IX celebrated the 50th Anniversary of Title IX.
- Dr. Dorothy Hicks, a pioneer of women's sports programs at Marshall, led the school's female athletes from only being intramural sports to organized intercollegiate competition.
 - Dr. Hicks is invited to make the coin toss at our first home game.
- Title IX Training will be available soon. The training should last about 30 minutes.

Approval of Minutes

- July 21st, 2022 minutes approved as written.

Carol Hurula – Board of Governors

BOG Representative – Carol Hurula

**Disclaimer: This is my interpretation of each meeting and presentation and are not verbatim conversations. Any questions or clarification, please notify me.*

BOG Meeting on Tuesday, August 9, 2022

- Approval of minutes for June 16, 2022, and special meeting June 24, 2022.
- Did not have swearing in of new members due to Judge's delay. Members have been sworn but not in public meeting. Delay until next meeting.

Academic & Student Affairs Committee:

- Approved updated BOG Policy AA-6 Awarding of UG, G, and Professional Fee Waivers. (Adding info as it relates to WV State Code, Americorps, etc.,)
- Approved change of degree: Master of Science in Sport Administration. Realigned to College of Business from College of Health Professions. No added costs, BA was approved last meeting. Three faculty were reassigned due to this change.
- Approved updated BOG Policy AA-12 Academic Dishonesty.

Provosts Report: (also see handout from AA Division) Update was provided by Provost Mukherjee.

- Strategic Enrollment Management Plan (SEM) presentation at Board Retreat and before full board meeting. Moving from institution centered recruitment model to student centered recruitment model.
 - 10 individual segments identified for increased and targeted enrollment based on student interest and demand.
 - Must provide digital content that is customized by student type and interests.
 - University wide culture of shared responsibility and accountability for enrollment and student success.
 - Program specific communications by market segment.
- End to End Student Experience Project.
 - Improve the higher education journey for all students.
 - Composed of intersections between stages in the journey and touchpoints along the way.
 - Identify barriers that impede student progress and bright spots that facilitate progress. e.g., Intersection = Orientation + Advising
 - Summer Melt – Apply, admit, deposit paid, register orientation, attend orientation.
 - Orientation – must align with student demographics (HS, several years beyond HS, employed, lacking financial resources, vets, transfer students, int'l students, parents).
- Market Based Pricing by BCG Consultants.
 - Review – new certificate programs.
 - Merit aid to expand access.

- Graduate online pricing.
- Expansion of counties for metro pricing.
- Expand online and hybrid offerings.
- Market & expand ROI programs.
- Increase need-based scholarships.

School of Medicine: Update was provided by Dr. Bobby Miller, Interim Dean

- Marshall Health, SOM partnering with Marshall Athletics on athletic trainers for all student athletes.
- PA program received 1.5 million for rural training.
- Welcomed 94 new incoming residents & fellows.
- Incoming Class of 2026 welcomed 80 MD students.
- NIH grant received of \$407K to study addiction.

Student Government Report:

- President Bella Griffiths (Yeager Scholar) studied at Oxford for the summer but continued to work remotely.
- Every senate seat has been filled. Meeting 1st week of class.
- Representatives all attended orientation.
- Allied Mental Health Training – Student Training Backpack.
- Participating in WOW, tour mentors and UNI teaching.
- Memorial Fountain Planning by VP Walker Tatum.
- October WVU & MU Student Pres(s) & VP's will work on joint initiatives to address food insecurities.
- Month of Service in October. Food & Clothing drives.

Athletic Committee: Update was provided by AD Spears

- Facility Project Updates. 34.5 Capital Budget project – seeking corporate sponsors.
- RFP for baseball – break ground October.
- NCAA Compliance update.
- Discussed transfer portal issues.
- NIL – Name Image Likeness Update. Contract with local attorney to administer (MU is prohibited from managing, NCAA regulations). It will be called The Thunder Trust. Putting together a board for student athletes.
- New basketball court in the CAM. Bought a used court, only used a couple times, Eric Bachelor Court. New graphics for Sunbelt.
- Painting Gullickson “correct” green.
- Adding 2 new “giant” ceiling fans to Henderson Center until they can determine a/c capabilities and costs.
- Football Banner Sponsors– around full stadium by field.
- Volleyball court – Taraflex lays over new basketball court, no more tape on basketball or extra paint / striping. Same court as they play nationals on.

- Hall of Fame schedule events. Friday, September 2nd and Saturday, September 3rd. Realigning times from half-time at game to another point to provide more viewing.
- Beer sales for baseball/softball. Zoning permit application.
- Champions Advisory Board (CAB). Designed to bring indispensable individuals together to help us evaluate, as a team, ways to further enhance our department, programs, and overall student-athlete experience. Twenty-five members, each member to gift \$10K annually for the 5 years they serve on board. Take MU to the next level by directly involving alumni, parents, philanthropists, former student-athletes, and leaders.

Finance, Audit, and Facilities:

- Approved revised BOG Policy AA – 42 Employee Dependent UG Tuition Assistance. Changed waiting period to six months instead of a year.
- Approved revised BOG Policy FA-9 Purchasing Policy. Chief Procurement Officer to report to Chief Financial Officer due to change in organizational structure.
- Approval of the additions to the Metro tuition rates to a 100-mile radius.
- Finance earnings update -7.06% YTD as of June 2022. Reflective of the current market.

Operations Update was provided by Brandi Jones

- Byrd Biotech Cage Washer award to WB Fossum – target date Jan 2023
- Football Stadium Turf – Complete
- Horizontal Mine Shaft – Waiting on PO. Vendor Turn-Key Tunneling
- MU Health Chiller – Vendor General Heating & Air. Equipment delays, anticipate completion October 2022
- Smith Hall Cooling Towers – Vendor Dougherty Construction. Equipment delays, anticipate completion November 2022
- Smith Hall Elevator – Vendor Otis Elevator. Target date September 2023
- Tri-State Airport – Vendor SQP. Project 95% complete

Audit Report: Update provided by Perry Chaffin

- Assisted Big Green with yearend closing and reporting.
- Completion of 2022 Quarterly Reports audit in Federal Awards to MU under CARES (COVID) relief.
- Miscellaneous tax and accounting research.
- Prior to next meeting, preparation and assistance of year-end closing and annual external audits.
- Other audit and consulting projects as requested.

Presidents Report:

- Thanks to the board members for attending retreat Monday

- Community Cares Week, volunteers included community members, faculty, staff, and students. Identified 45 projects. 451 showed up for Herd Nation! View Community Care Week Sizzle on YouTube for highlights. Plans for another Shine Up forthcoming.
- Since assuming his role, as he indicated, he has moved quickly to fill the priority vacancies. Four of those currently have been hired and in place. Christian Spears – Athletic Director, Avi Mukherjee – Provost & Sr. VP, Marcie Simms – VP Intercultural & Student Affairs (daughter of Marshall, Tony Stroud – General Counsel to oversee Legal and Governmental Affairs (son of Marshall)
- Three searches are currently underway. CIO, CFO, and CMO. Four to six weeks to finish.
- School of Medicine Dean plans to begin search next calendar year, until then Bobby Miller is serving as Interim Dean.
- Signature Programs – Aviation Flight and Aviation Maintenance. Will be looking at hiring a CAO – Chief Aviation Officer with the expanding growth and needs in these areas.
- By the end of the calendar year, will have a fully filled all-star team.
- Working with team on increasing prosperity in state. Choose WV Tour – viewed video. Presidents Smith and Gee, WV Legislative Reps, (others) visited Silicon Valey, Washington DC, and New York. 83% of the job search keyword begins with REMOTE. Rural is the new Urban. WV is on the right path, experiencing unparalleled interest. The common goal is seizing the moment. Our time has come, Marshall is ready!

Entered into Executive Session:

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

Future Meeting Dates

October 19th

December 14th

February 22nd

April 19th

June 21st

Meeting adjourned 11:30a.m.

BOG Retreat on Monday, August 8, 2022 @ 7:30am

- Roles and Responsibilities of Board Members.
 - Legal issues.
 - Fiduciary Duties; Care, Loyalty, and Obedience.
 - Faculty and Staff are employees of the governing board, but operate under the supervision of the president.
- WV Code 18B-2A-4 Duties delegated to the President.
- MU BOG Policies: GA-5 Organization Structure of the Board, GA-7 Intercollegiate Athletics, and FA-11 Capital Project Management.

- Committee assignments and an example of a typical board meeting schedule.
- FOIA
- Ethics Commission
- WV Open Meetings Law – agenda made public 3 business days before meeting.
- Athletics Recruiting, Wagering, and Other Considerations
- University Board Best Practices

Working Session 1

- Vision/Strategy Exercise with McKinsey and Company.
- Working session – Defining the Vision / Strategy.

Working Session 2

- Digital Marketing.

Working Session 3

- Strategic Enrollment Management.

Working Session 4

- End-to-End Experience.

Working Session 5

- Market-Based Pricing.

Ended 5:10p.m.

Teresa Meddings – ACCE

ACCE Retreat took place on July 25th and 26th.

- On the first day, there were visitors from HEPC, and legal counsel did a presentation on open meetings, the open meetings law, and what it really means.
 - For example: There must be a specific reason to call for an executive session, and it has to be clear what the executive session is about and being held for.
- If a board calls an emergency meeting, it must be because of an unexpected event that requires immediate attention because it poses an imminent threat to public health or safety. You cannot call an emergency meeting for an invalid reason.
- Tracy Morris gave a presentation on new employee orientation and what they do at WVU.
 - A PowerPoint was forwarded to look at and see if it would benefit taking to Human Resources at other institutions to discuss.
- Some ACCE members are struggling with travel, whether not being allowed to go or not being given travel funds. Some are taking annual leave and using personal pay.

- Some institutions have gone all non-classified. They are trying to address the issue with these various institutions.
- Still working on ACCE by-laws.
 - Tabled for a few weeks.
- On May 19 2023, we will plan to host ACCE at the Marshall campus.
- February and March 2023 meetings will be in Charleston at the Marshall Graduate school.

Committee Reports

Election Committee – Nina Barrett – No report.

Legislative Committee – Carol Hurula – Legislation introduced in the special session regarding changing personal income tax has not moved. The next opportunity will be September 11th and 12th during the next intersession.

Personnel/Finance Committee – Teresa Meddings – No report.

Physical Environment Committee – Becky Lusher – No report.

Service/Staff Development Committee – Eric Wallace – No report.

Announcements and Additional Information

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