

## Marshall University Classified Staff Council Minutes October 20<sup>th</sup>, 2022, Virtual Meeting via Microsoft Teams

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

**Members Absent:**

**Members Absent (Excused):** Lacie Bittering, Amy Saxton-Young, Terri Thompson,

**Guests:** Diana Adams, Mike Adkins, Pam Adkins, John Apel, Jason Baldwin, Beverly Boggs, Sharon Booth, Eddie Bradshaw, Kathy Brannock, Butch Burriss, Christy Burton, Perry Chaffin, Mary Chapman, Judy Clark, Kennedi Colclough, Dean Crawford, Meg Cyrus, Jeb Dickerson, Misty DiSilvio, Isabella Dragovich, Rebekah Duke, Anna Evans, Karen Fischer, Cadyn Fraley, Joyce Harrah, Debra Hart, Justin Hawthorne, Eric Himes, Sam Holiskey, Jillian Hovatter, Darlene Howell, Brandi Jacobs-Jones, Dawn Kirtner, James Kuzma, Christopher Loudon, Chase Lucas, Jamie Mathis, Becky Maynard, Christina McDavid, Michael McGuffey, Char McKenna, Mitzi Meade, Rebecca Meek, Susan Midkiff, Bobby Miller, Avi Mukherjee, Heather Murray, Robbie Nance, Becky Neace, Rebecca Pack, Leah Payne, Jeanette Porter, Amanda Preece, Lisa Ransbottom, Alice Roberts, Angie Rose, Kandice Rowe, Rodney Sanders, Dustin Scarberry, Shawn Schulenberg, Elizabeth Sheets, Sabrina Simpson, Tracy Smith, Chris Sochor, Gillian Sochor, Wes Spradlin, Kasey Stevens, Tina Sullivan, Erica Thomas, Kim Thomas, Ryan Vance, Mary Waller, Michelle Wheeler, Amy Marie Workman, Miriah Young, Jodi Zimmerman

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

### President Smith

- **Administration and Cabinet**
  - We had 14 cabinet members at the beginning of the calendar year, ten of whom were either in an interim role or soon to retire. Eight of those ten positions have been filled. The remaining two positions are in the queue to conduct a search:
    - Dean for the School of Medicine
    - Workforce and Economic Development Director
  - Some of our newest members are:
    - Chief Marketing and Communications Officer: Dave Traube
      - Dave was most recently the head of marketing for the University of Charleston and is an accomplished marketing executive.
      - Dave is also a Son of Marshall.
      - Begins employment on October 10<sup>th</sup>.
    - Chief Information Officer: Jodie Penrod
      - Jodie is the head of technology for the Ohio University School of Osteopathic Medicine. She is responsible there for multiple campuses as

well as their learning and teaching hospital, which will be helpful when coming to Marshall.

- Begins employment on November 7<sup>th</sup>.
- Chief Financial Officer: Matt Tidd
  - Matt was most recently the head of West Virginia University's Budget Office and led them through a transformation of their financial approach.
  - Begins employment on November 7<sup>th</sup>.
- Now that the Cabinet is filling up, a group is going to come in and put them through a 90 day boot camp on how to work together and operate as a team.
- **Marshall For All, Marshall Forever**
  - A steering committee has been working on a vision and strategy to move Marshall forward. We have a strong foundation, but have suffered through 12 years of enrollment decline.
  - The committee has been studying different universities, different models, and strengths and opportunities we have within Marshall already.
  - This strategy begins with expanding who we serve beyond high school seniors to include ten different subgroups of students.
  - It also includes expanding our definition of education to include micro-credentials, certificates, apprenticeships at RCBI, etc.
  - Marshall Forever also means we have to make sure we provide education excessively online in the classroom, high flex, and all of the different variations for someone who may be a working adult, may have a child at home, may be living out of state, etc.
  - One of the goals of the strategy is that, in the next decade, no student will graduate from Marshall University with any student loan debt.
    - We have put together a program that isn't a forgiveness program, but a prevention program in which we ask the student and their family to help participate. They will fill out a form, the family will be asked to contribute what they can towards the estimated family contribution, and the student will complete a financial literacy course so they can learn how to manage life, manage a checkbook, etc.
    - We are going to develop a full service concierge service to help them get all of the federal and state scholarships they can.
    - This will take around \$300 million to raise in the next 10 years.
    - The no student loan debt will start a pilot group this fall with 100 students.

#### **Dr. Mukherjee – Provost**

- **Green and White Days**
  - Green and White Days are going better than last year, as more students and parents are getting out.

- Last year, there were a total of 449 guests in the first two Green and White days, while this year there have been 467.
  - We have grown from 183 to 193 students in the first two Green and White days.
- Applications
  - At the end of the day, seniors are able to submit an application and have the application fee waived.
    - Last year there were 14 applications on the spot, while this year there have been 59.
- We will host two more Green and White days this fall on November 11<sup>th</sup> and November 12<sup>th</sup>.
- **Recruitment**
  - We are working with the new Chief Marketing Officer, Dave Traube, on implementing our strategic enrollment plan, which is now divided into 10 college plans and 10 segment plans.
  - There are three broad goals for the strategic enrollment management:
    - Increase our recruitment.
    - Increase our student retention and graduation.
    - Implement a campus-wide culture for recruitment and retention.
  - With those in mind, we have now created 10 college level enrollment management plans. Each college submitted a plan, and fine-tuned it with some feedback and help.
  - We have also divided our student body into 10 segments, which includes first time full-time freshmen, transfers, etc.
    - An enrollment plan was developed for each segment. There is a segment champion for each group. Someone from admissions, academic affairs, etc. will be heading up the job to recruit students from their segment.
  - One result from the McKinsey Consulting Company working with us was to put in place an Enrollment Action Center where they meet for recruitment a few times a week to discuss student cases that are unresolved, and make a decision together with different factions such as financial aid, student affairs, finance, admissions, etc.
  - Next year will be very critical in terms of bringing enrollment numbers back up.
- **Searches**
  - The following searches will take place:
    - Dean of Medical School
    - Vice President for Workforce Development
    - Five dean searches:
      - College of Science
      - College of Business
      - College of Arts and Media
      - School of Pharmacy
      - Honors College
    - Two director searches:
      - Director of the School of Nursing
      - Director of the School of Journalism and Mass Communication

- Associate Provost Search
- Assistant Provost Search for Graduate Studies
- Chief Enrollment Officer
- **Bringing Conferences to Huntington**
  - The Mathematics Department recently brought a large conference to Huntington, which helps our area, helps bring awareness to Marshall, etc.
  - Any other organizations and societies are also encouraged to bring conferences to Marshall or Huntington.
- **West Virginia Professor of the Year**
  - Marshall's Dan Hollis, professor in the Journalism Department, was honored in September as one of the top five finalists.

### **Jason Baldwin – Finance**

- **Financial Audit**
  - We are down, primarily due to the state appropriation advance we received the year before.
  - We anticipate having signed financial statements within the next few days, which will be published to the website.
- **Budget**
  - We are working to create a decentralized model to give units more flexibility and responsibility over the resources they manage. We are working to better understand the successes and challenges of other institutions who have managed similar models in ways that promoted growth.
  - We will pilot some of the new attributes in FY24 and we've set our sights on FY25 for implementation.
- **Online Payments**
  - We are making some improvements to the way we receive online payments, particularly for tuition and fees, and some of the revenue departments receive.
  - We want to make it easy for students and families to understand what is being charged and also make payments.

### **Bruce Felder – Human Resources**

- **Unity Walk**
  - The event will take place on Monday, October 24<sup>th</sup> at 5pm. It will begin at the Rec Center and end at the Marshall Student Center Memorial Fountain.
- **Health and Wellness Fair**
  - November 10<sup>th</sup> from 10am – 2pm
  - Flu Shots, COVID Shots, door prizes, vendors, etc.
- **Strategic Hiring Committee**

- Formerly known as the “Freeze Committee”
- This committee will handle the process for hiring.
- There will be a workflow within PeopleAdmin, which will be a different process than before.
- There will be training in the upcoming weeks.

### **Isabella Griffiths – Student Body President**

Abbey McBrayer, Secretary of Policy Development, spoke on Ms. Griffiths behalf and reported the following.

- Their advisor moved offices.
- They attended the Presidential Investiture
- Participated in Suicide Prevention Week, and had 20 students QPR Trained.
- They approved their budget.
- Bella was named the Advisory Council of Students Chair.
- Homecoming Court became Marshall Royalty.
- Their office got new computers thanks to President Smith.
- They have the Campus Master Plan steering committee they are involved with.
- There will be a “Student of the Game” that they will discuss in cabinet.
- They had their senate retreat, which was a good experience.
- They have funded about \$15,000 to clubs across campus.
- Currently working on textbook affordability.
- Starting their month of service, and goals are literacy, food/hygiene insecurity, and health and safety.

### **Approval of Minutes**

- September 22<sup>nd</sup>, 2022 minutes tabled.

### **Carol Hurula – Board of Governors**

#### **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 word for word of presenters. I have attempted to share the updates as closely as possible to the words spoken. Any questions or clarification, please notify me.*

#### **BOG Meeting on Tuesday, October 19, 2022**

- Swearing in of three new members. Isabella Griffiths, James Smith, Kip Bodnar, and Ginny Lee.
- Approval of minutes for August 9<sup>th</sup> and special meeting September 20<sup>th</sup>, 2022.
- Approval of the change in mission weights for WV HEPC funding model (1% moved from 60 cr hrs to 90 cr hrs)

- Approved affiliate membership in Missouri Valley Conference – Women’s Swimming & Diving (Sunbelt does not currently offer).
- Approved 2022-23 Championship Participation in Men’s Track Indoor and Outdoor. C-USA required a 12:6 scholarship, our cross-country team has 12 members and currently have 5 scholarships. Sunbelt has no scholarship criteria but requires 14 participants to compete. Athletics feels certain they can grow this area by offering Men’s Track & Field which will also strengthen the Women’s Track & Field. This is part of their SEM plan as well to increase student enrollment.
- Approved amendments to the Classified/Non-Classified Employee Salary Policy FA-6.
- Approved Phase II of construction of Baseball Stadium.

**Academic & Student Affairs Committee:**

- No action items.

**Provost Report: (also see handout from AA Division)**

Update was provided by Provost Mukherjee.

- Currently 6 searches are underway with AGB - 4 Deans, 2 Directors and will begin Chief Enrollment Mgmt. Officer with Academic Search.
- Filled internally 4 Asst Provost positions & recruiting internally for Assoc Provost.
- CAM - Professor Dan Hollis was one of five finalists for WV 2021 Professor of the Year.
- CECS - Professor Michaelson received a \$3 million grant.
- COHP – DNP first class started this fall. Now offering ASN, BSN, MSN, and DNP.
- COLA - Riner & Franzen received WV Humanities Grant for their project, Testament: Recovering Identity After the War.
- COS - MSFSC rated best in the country. FSAT (test) has the highest pass rate.
- COB – DBA 2nd cohort of 16 students.
- Aviation – 56 students enrolled in the program. Accepting applications for spring.
- Recruitment & Admissions – upgrades to Welcome Center & revised campus tour experience.
- Career Education – grand re-opening. Added an office for employers to use for student recruitment.

**School of Medicine:** Update was provided by Ms. Beth “Buffy” Hammers, CEO Marshall Health

- SOM received a 1.1 million ARC grant for workforce implement.
- SOM & Marshall Health - Senator Capito attended the “Girls Rise Up Event” at Barboursville Middle School.
- SOM approval from Dental Accreditation to increase enrollment to five residents, including three residents in the first year.
- About 150 medical alumni, family & friends joined SOM for its annual homecoming & reunion weekend.
- SOM promotes student research through 34<sup>th</sup> Annual Sciences Research Day to be held October 28<sup>th</sup>.

- SOM raised more than \$100K for its student scholarships during their “Standing Out In the Field” fundraiser on August 27<sup>th</sup>.
- Healthy Connections conference hosted 200 people in a day-long conference held virtually and in person September 22<sup>nd</sup>.
- Associate Dean of Diversity and Inclusion for the SOM and Pharmacy has been named President of the National Association of Medical Minority Educators, Inc. (NAMME).
- Linda Holmes inducted into the Huntington Hall of Fame.

**Student Government Report:**

- SGA meets weekly with four advisors. Matt James, although he has taken a new position with the MU Foundation Office, continues to advise SGA.
- Fifty senators, 75 overall including executive leaders.
- Welcomed the invitation and opportunity to attend President’s Investiture.
- Suicide Prevention Week – green bandana initiative.
- MU SGA President Griffiths is the Advisory Council Student representative and is also Chair for the ACS. She presented to HECF last week the committee’s work.
- Homecoming Court has been renamed Homecoming Royal to be all inclusive.
- Thanked President’s Office for computer upgrades and printer for SGA offices.
- SGA members attended the Green & White Day.
- SGA President Griffiths has been assigned to the Master Plan Committee & Shared Governance.
- Prior to every home game a student is selected and announced on the field, they then enjoy the game from the suite of the Athletic Director.
- October is Month of Service. Seek to alleviate various areas of hardship faced by our communities. Areas of emphasis...Literacy and Education, Food and Clothing Insecurities, Sustainability and Environment, and Health and Hygiene. Seek donations from students, faculty, staff, alumni, and community members. \*I will attach their newsletter and send it to Staff Council to share with email buddy list (Carol).
- Working with Mayor Williams & House of Delegate representatives for training of SGA members.
- SGA has been accepting applications for club and organization funding and has been distributing those funds.
- Invites everyone to attend the Memorial Fountain Ceremony on November 14<sup>th</sup>. SGA VP Walker Tatum has been working diligently on the ceremony.

**Athletic Committee:** Update was provided by AD Spears

- Missouri Valley Conference for Women’s Swimming & Diving discussed.
- Men’s Track & Field discussed the need to add a Men’s Track Indoor & Outdoor to the program. Seeking approval for the 2022-23 Championship Participation in Sunbelt. This will add Men’s Track & Field (indoor & outdoor) to the current program, which will also strengthen the Women’s Track & Field.
- Budget update.
- Big Green Financial update.

**Operations** Update was provided by Brandi Jones

- Byrd Biotech Cage Washer award to WB Fossum – target date Jan 2023
- 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
- Master Plan conducted over three phases. Bringing information together, Scenario Planning, and Exploring Potential Futures – Developing a Roadmap. Final project June 2023.
- HRL – 8 students participating in a pilot program of 4 hours per week service in exchange for housing reduction (around \$500)
- Dining Secret Shopper Program. 6 students and 3 faculty & 3 staff serve as dining secret shoppers for fall semester. Students represent freshman, upper class, both on and off campus and one student-athlete.

**Audit Report:** Update provided by Perry Chaffin

- Assisted finance department with year-end financial reporting due to 2 illnesses in the department.
- Assistance and filing of the 2022 quarterly reports for COVID relief (CARES/CRRSAA/ARP).
- Miscellaneous tax and accounting research.

**Presidents Report:**

- Exciting start to the Academic Year.
- Will speak to 2 things. #1. Progress in building out the team. #2. Themes of 100 Day Listening Sessions. o Since January have been working to fill vacancies that existed or planned retirements.
- 14 members of the President’s Cabinet.
- 10 positions to be filled. Can now report that 8 have been filled with 2 upcoming.
- 3 new All-Stars coming to join the team are: Dave Traube-CMO, Matt Tidd – CFO, and Jodi Penrod – CIO
- Next January will begin the search for a Leader in Workforce Development and the Dean – School of Medicine. o #2 have been acting on the 100 day listening session themes.
- SEM – discussion relating to the enrollment cliff of 2025, which MU has been experiencing since 2010 due to population decline in the State of WV of 22%.
- Launching SEM Plan – 10 different student personas. Focuses on 10 different groups.
- No longer just focusing on high school students as we have done historically.
- Began by extending the Metro Tuition rate to 100 mile radius to now include 59 counties.
- Besides growing the team, we have welcomed 3 new BOG members.
- Completed an equity study by an outside firm and will repeat study every 24 months.
- Shared Governance model to strengthen institution now and years to come.

- Highlight areas for recruitment such as RCBI for those seeking welding expertise, certificates, etc.
- AMT Program
- Pilots
- Credentials & Macro Credentials.
- Make education more accessible and attainable.
- Marshall For All, Marshall Forever! Bold goal, which is why you see exclamation at end of Marshall Forever! for a reason. The goal is to graduate with no student debt. Data shows that currently 63% of all graduates, graduate with an average of \$26K in student debt. Discussion on how to graduate debt free and Marshall's goal beginning fall 2023 when we will admit 100 students to the pilot program – graduate with NO debt.

**“REPETITION WILL NOT RUIN THE PRAYER”**

- MU Rises Campaign raised over \$176 million in four years.
- \$300 million will be needed in 10 years to meet the goal of graduating with NO debt.
- Thomas Edison vision “without execution is hallucination”
- We pointed to the fence – goal was to move forward with baseball stadium, and we will meet that goal when we begin moving dirt on the baseball stadium in a few weeks.

**Entered into Executive Session:**

- Return from executive session, no votes or action taken.
- Discussed naming opportunities.
- MU BOG accepts naming opportunities for the Athletics department, College of Education, and College of Business.

**Chairman Report:**

- “Repetition will not ruin the prayer”.
- When looking for a President 18 months ago the challenges identified by the Board of Governors for the institution would be:
  - Financial stability
  - Affordability for students
  - Adaptability of Institution
- All things happening now and going forward to meet these challenges.
- Time is now ... has to be done, transformational.
- Thanks to everyone for the work being done.
- Thanks to Brad and his team.

**Future Meeting Dates**

December 14th

February 22nd

April 26th \*new date

June 21st

**Meeting adjourned 12:47pm**

### **Teresa Meddings – ACCE**

- ACCE met in Wheeling.
- Carolyn Canini, HEPC Director of Behavioral Health, shared a presentation on student mental health and resources and initiatives they have put together.
  - The question was asked, what about staff and faculty mental health? Would there be something for them?
    - It has been discussed but no firm plans have been put in place.
  - Many of the initiatives are being supported by federal grants.
  - Carolyn was asked what the options are for assisting veterans when there is not enough funding to hire more counselors.
    - Build as many relationships with the community organizations as we can.
- They had two visitors from the House of Delegates, Erikka Storch and Shawn Fluharty.
  - Advised not to wait until the legislative session begins to bring things up that need addressed. Once the session starts, things have been put in to motion already.
- Insurance
  - The forthcoming PEIA increases were brought up, but there had been no conversation to share on it.
  - There is a national push to change how we have dependents on insurance. They are trying to push for a spouse to be unable to be added to their spouse's insurance if they have access to their own insurance.
- September 8<sup>th</sup> minutes were reviewed, modified and approved and posted on the website.
- There is a plan to use the HEPC SurveyMonkey to distribute surveys asking if employees know what ACCE is, what Staff Council is, etc.
- The date of the ACCE presentation to the HEPC has been tentatively changed to December 16<sup>th</sup>.

### **Committee Reports**

***Election Committee – Nina Barrett*** – No report.

***Legislative Committee – Carol Hurula*** – No report.

***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