

Marshall University Classified Staff Council Minutes September 22nd, 2022, Virtual Meeting via Microsoft Teams

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

Members Absent: Rob Williamson

Members Absent (Excused): Dena Laton, Amy Saxton-Young,

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.

Dr. Mukherjee – Provost

- **Enrollment**
 - Enrollment continues to decline.
 - Our overall decline is around 4%, but once we get the dual enrollment numbers it should help.
 - Graduate students have declined more than undergraduate.
 - Metro students have grown by 3.3%.
 - Out-of-State non-residents have grown by 10%.
 - Retention has grown by 4%.
 - We have 60 more students back this fall from last fall than we had from the previous year.
 - The aviation program is seeing rapid growth, with 70 students in aircraft maintenance and flight school combined.
 - There is a 6.5% increase in online programs.
- **Enrollment Planning**
 - We continue to work on our strategic enrollment management initiative.

- Every college has been asked to design an enrollment management plan.
- The student body has been divided into 10 different segments, which will each have their own enrollment management plans.
 - First time, full-time freshmen
 - Transfer Students
 - Graduate Students
 - Non-Traditional Students
 - Online Students
 - International Students
 - Veterans
 - Non-Degree Seeking Students
 - Metro Students
 - Out-of-State Students
- We are working on a recruitment and retention plan for 10 colleges as well as the 10 different student segments.
- Historically we have focused on the high school populations for recruitment, but we are trying to diversify that.
- We are moving from a centralized to decentralized model of enrollment management as well as a tactical to strategic, reactive to proactive, and a one-size-fits-all to a segmented model.
- **Green & White Days**
 - One was held on September 17th. There will be another three this semester:
 - October 15th
 - November 11th
 - November 12th
 - Each of those days will also have a college session in addition to the rec center event.
- **John Marshall Leadership Fellows Program**
 - The 4th cohort of the program is getting started and they will be processing applications and selecting the next group to participate.
 - They are looking for around 10 faculty and staff members.
- **Department Chair Leadership Academy**
 - We are continuing with the 2nd cohort of this leadership academy.
 - This cohort consists of 14 chairs.
 - In spring there were 16 chairs in the group.
- **Hiring and Searches**
 - We are looking for four college deans as well as the head of the Honors College and Graduate Studies.
 - We are also conducting some director searches for the School of Nursing and the School of Journalism.
 - Searches are all being conducted through AGB Search.
- **Q:** Can you give a more concrete example of what enrollment management plans will look like?
 - **A:** Yes, it has three broad objectives: student recruitment, student retention, and creating an institutional culture around recruitment and retention.

- Enrollment management has three layers of participation:
 - Representatives from student affairs, student success, admissions, academic affairs, etc. as well as offices such as facilities, marketing and branding, fundraising, foundation, etc. There is a fair amount of representation from a large number of constituents.
 - Groups of people called upon to support at their unit levels, such as advisors and others who help with the plan we are developing.
 - The whole campus.

Jason Baldwin – Finance

- There has been some decline in enrollment compared to last year, which will put some pressure on Fiscal Year 2023. They are looking for any gaps that need closed and any resources to help with that. There is a possibility that we could have some remaining COVID funds to use.
- The Office of Purchasing has joined the finance team. They are assembling a small team to take first steps toward reducing some of the administrative burden necessary to purchase things.

Bruce Felder – Human Resources

Mary Chapman offered to take any questions on behalf of Mr. Felder.

- **Q:** What is the timeline for being trained to use the online performance evaluations and beginning to use them?
 - **A:** There are currently a few test groups working with the system. We will probably tackle a few groups at a time, and next year we will train and start using the system with everyone.
- **Q:** Will there be a Health Fair?
 - **A:** They are currently trying to work out a date.

Tracy Smith – Director of Safety

- **COVID Testing**
 - We will continue with our testing resources this semester. Testing will be available Monday-Friday from 9am-2pm in the Memorial Student Center.
 - We are not doing surveillance testing.
 - We have had an average of 40-50 people come in to test each week.
 - Those who are testing have mainly been those who have/will be traveling or have symptoms.
- **Vaccines and Boosters**
 - We have begun providing the new vaccines for boosters.
 - We have limited amounts of Moderna boosters, but we do have Pfizer and you can mix-and-match if you would like.
- **Q:** Can we address the crossing at the red lights on 3rd Avenue and 16th Street and 5th Avenue and 16th Street as the walk signal comes on while the traffic is still oncoming?
 - **A:** Tracy stated that he would discuss with MUPD.

Debra Hart – Equity Programs

- Title IX is operating in a positive manner.
 - We have one staff complaint, two faculty complaints, and fourteen student complaints.
 - All have been assigned advisors, and most have been referred to investigation or an informal resolution.
 - We are able to provide necessary accommodations for students who may be in the same discipline and have classes or information together.
- They will be spending more time focusing on Diversity, Equity and Inclusion.
- Equity Programs is always looking for advisors or investigators to help.

Approval of Minutes

- August 18th, 2022 minutes approved as written.

Carol Hurula – Board of Governors

BOG Representative – Carol Hurula

BOG Training Session on 9/14/22 presented by Dr. Treadway & Dr. Georgieva from WV Higher Education Policy Commission.

- Outcomes-Based Funding Formula, Legislative Rule Series 2
- Funding is only affected by “our own” outcomes.
- Ability to predict future outcomes based on existing data.
- Inflation adjustment accounts for increased costs.
- Hold-harmless provision for three year rolling average to protect against large swings in outcomes. (e.g. pandemic).
- Degree production outcomes are aligned with state priorities. *see list at bottom.
- Allows each institution to differ based on their mission, not a one size fits all formula.
- Established minimum & maximum weighting per item.
- FY24 (next academic year, not this year) is the benchmark year, funding formula then begins FY25-F29 (5-year benchmark) period.
- Only affects state funding to MU, not any other line items in our budget (e.g., Autism, Vista-E, etc.) is applied and only at 30%.
- Discussed mission weighting and the millions of different variables that can occur by adjusting %.
- Sample of institutions flexibility in determining weight below MU vs Concord.

Baccalaureate Institutions

Engineering

- Aerospace Engineering
- Electrical / Computer Engineering
- Industrial Engineering
- Mining Engineering
- Petroleum Engineering

Healthcare – Direct Patient Care

- Dental Hygiene
- Medical Imaging
- Medical Laboratory Technology
- Nursing
- Respiratory Care
- Speech Pathology / Audiology
- Substance Abuse / Recovery

Human Services

- Child Development
- Social Work

Information Technology

- Cyber Security
- Data Analytics
- Digital Forensics

National Security

- National Security and Intelligence

Teacher Education

- Early Childhood Education
- Elementary Education
- Secondary Education
- Special Education

Transportation

- Aviation Maintenance
- Commercial Pilot Training



Mission Weighting - Comparison

	Marshall University	Concord University
Students Accumulating 30 hours	3%	3%
Students Accumulating 60 hours	6%	12%
Students Accumulating 90 hours	8%	14%
Associate Degrees Awarded	20%	0%
Bachelors Degrees Awarded	50%	50%
Master's Degrees and Post-Master's Certificates Awarded	1%	1%
Doctoral / Law Degrees Awarded	1%	0%
Expenditures on Research and Development	0%	0%
Awards per 100 FTE	8%	17%
Learning and Working in West Virginia	3%	3%
TOTAL	100%	100%

BOG Meeting on Tuesday, September 20, 2022

- Approved the Funding Formula Mission Weighting.

Only item on agenda, meeting adjourned 9:45am

- The funding formula and each institution setting their own outcomes based a minimum & maximum per line, establishes “accountability” based on state priorities.
- Many variables have been built in, and if we somehow don’t meet our outcomes, the most our allocation may be impacted would be 1 ½% for the next academic year allocation, which is based on 30% of our overall total allocation.

- Currently our allocation is almost \$49million. \$14million would be the 30% that is determined for outcomes base. If we did not meet our outcomes, our allocation could be reduced by \$210,000.
- This information has been reviewed and collected by the WV HEPC to assist with implementing a funding formula at the state as we have seen many other states incorporate into determining funding for higher education institutions.

Teresa Meddings – ACCE

- Trish Humphries from HEPC attended the ACCE meeting and reported that the Savi student loan forgiveness program is launched and available for all Higher Education employees.
- ACCE asked for an update on the market study.
 - Ms. Humphries said she has met with the CHROs about how to improve data by using proper job titles and codes as opposed to the ones starting with a Z.
 - She spoke with someone from Mercer, and she wants to do the majority of the work for these job codes in market pay, such as market pricing. She said they can load and price jobs and match our jobs to those markets and build a new structure. Then she wants to contract with Mercer to review the data, the jobs, the job matching and make adjustments.
 - They are looking into using interns from WVU and Marshall graduate programs in HR Compensation for the data entry work.
 - The JCC will be used to clean up or clarify job descriptions when necessary.
 - Schools have the flexibility to make adjustments on their own, but some are already falling back into what they used to do and giving people inappropriate job upgrades in order to provide a boost to the salary.
- Matt Turner from HPC brought in Elizabeth Manual, who is the senior director of student services at the HPC.
 - She spoke to ACCE about the federal Gear up Grant, which is the third iteration of the grant program aimed at hitting goals related to college going rate and credential attainment.
 - More than 500,000 users are accessing the College Foundation of West Virginia website. Among many other things, students can begin building a portfolio for college as young as 7th grade.
 - In July they had a student success summit in Charleston with the West Virginia Department of Education.
 - On November 8th they are having a hashtag celebrate 1st Gen Day for First generation college graduates or attendees. Last year 17 or 18 institutions participated and 16 are already signed up to participate this year.
 - 19 institutions participated in virtual campus visits, where middle and high school students took virtual tours. Funding came from the Gear Up Grant, but it was available to the whole state.
 - The West Virginia Student Success Leadership Council, a partnership between HEPC CCTS and the Advisory Council of High School Students, worked with HEPC to learn how

to be ambassadors for college by going to their peers in high school. This has been going on for a couple years now, and they are seeing some success.

- Matt Turner addressed the fact that enrollment is down for two and four year schools, but that there are still markets that we can extend into such as those were stranded credits and no degree. These are the population of students who started college, never finished, and have credits sitting unused. They are starting to build programs that can reach out to those individuals as well.
- ACCE got permission to use the HEPC Survey Monkey to push out some surveys asking questions regarding ACCE and what employees would like to see from them.
- Two months ago, Trish Humphries told ACCE that everything would be complete to perform the market study by the end of the year, and now she has said it could be the end of fiscal year 2023.
- ACCE has been given 10 minutes for a presentation at the October HEPC meeting. The issues they would like to bring forward are:
 - No funding for PEIA
 - The severely delayed five year external market study.
 - Changes in the commitments, timelines, and scope of work are eroding the trust that ACCE has for the HEPC, particularly in HR functions.

Committee Reports

Election Committee – Nina Barrett – We will soon begin working on a special election to fill vacancies.

Legislative Committee – Carol Hurula – No report.

Personnel/Finance Committee – Teresa Meddings – No report.

Physical Environment Committee – Becky Lusher – The committee met with Travis Bailey to continue work on the building reps project.

Service/Staff Development Committee – Eric Wallace – The committee will be collecting flower funds at the entrance to the service awards luncheon. The committee is also making an effort to see if we can put together the Thanksgiving Dinner for students as we have done in the past.

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