



GLENVILLE STATE COLLEGE

AGENDA

Glenville State College
Board of Governors

October 24, 2018
1:00 p.m.

Waco Center
Hall of Fame Room

**Glennville State College
Board of Governors Meeting
Schedule
2018-19**

All Executive Committee meetings will be held at 11:00 a.m. in the President's Conference Room in the Administration Building. All Board of Governors meetings will be held in the Waco Center, Hall of Fame Room, unless otherwise noted. The Enrollment Management Committee meetings will begin at 10:00 a.m. and all other Committee meetings will begin at 11:00 am. Board meetings will begin at ~~12:30~~ 1:00 p.m., with a noon luncheon prior to the meeting, unless otherwise noted as well.

Wednesday, August 1, 2018	Executive Committee
Tuesday, August 13, 2018 SPECIAL MEETING	Executive Committee – 11:30 a.m.
Wednesday, August 15, 2018 <i>* No committee meetings will be held.</i>	Board of Governors– 1:30 p.m. @ Ike and Sue Morris' Residence 2888 US Hwy. 33 East, Glennville, WV
Wednesday, September 26, 2018	Executive Committee
Wednesday, October 24, 2018 <i>A Joint Committee meeting will be held @ 9:00 am The Enrollment Management Committee will be held @ 11:00 am</i>	Board of Governors @ Waco Center, Hall of Fame Room
Wednesday, November 14, 2018	Executive Committee
Wednesday, November 28, 2018	Board of Governors
Wednesday, January 23, 2019	Executive Committee
Wednesday, February 6, 2019	Board of Governors
Wednesday, April 3, 2019	Executive Committee
Wednesday, April 17, 2019	Board of Governors
Wednesday, May 29, 2019	Executive Committee
Wednesday, June 12, 2019	Board of Governors

**GLENVILLE STATE COLLEGE
BOARD OF GOVERNORS
OCTOBER 24, 2018**

AGENDA

1. Call to Order
2. Establishment of a quorum
3. **Approval of Minutes for August 15, 2018 (Action Item)**
4. Public Comment Period
5. President's Report
6. Executive Committee
 - A. Report from Greg Smith, Chair
7. Business and Finance Committee
 - A. Report from Mike Rust, Chair
 - B. **Annual Audit FY2018 (Informational Item)**
 - C. **Winter Term Tuition & Fees Rate (Action Item)**
8. Enrollment Management Committee
 - A. Report from Steve Gandee, Chair
9. Student and Academic Affairs Committee
 - A. Report from Bill Deel, Chair
10. Announcements
11. Possible Executive Session Under the Authority of WV Code §6-9A-4(b)(2)(A)
12. Adjournment

**Glenville State College
Board of Governors Meeting
August 15, 2018
Ike & Sue Morris' Residence
2888 US Hwy. 33 East, Glenville, WV**

Members Present: Mr. Greg Smith, Chairperson
Mr. Tim Butcher, Vice Chair
Dr. William Deel
Mr. Ralph Holder
Ms. Sue Morris
Mr. Mike Rust
Mr. Larry Baker, Faculty Representative
Mr. Dustin Crutchfield, Staff Representative
Mr. Justin Woods, Student Representative

Members Absent: Mr. Mike Forbes
Mr. Stephen Gandee
Mr. Richard Heffelfinger

Staff Present: Dr. Tracy L. Pellett, President
Mr. John Beckvold, Vice President for Business & Finance
Mr. Marty Carver, Vice President for Enrollment
Ms. Sheri Goff, Financial Aid Assistant & Advisory Council for Classified Staff Rep.
Mr. David Hutchison, Vice President for Advancement
Mr. Jason Phares, Information Technology Manager
Ms. Teresa Sterns, Executive Assistant to the President
Ms. Chelsea Stickelman, Interim Director of Admissions

Others Present: Mr. Dave Ramezon, Ramco Technologies

Call to Order

Chairperson Greg Smith called the meeting to order at 1:24 pm.

Mr. Smith administered the Oath of Office to the newly appointed student representative member Justin Woods.

A quorum was established.

Approval of Minutes

LARRY BAKER MOVED TO APPROVE THE MINUTES OF THE JUNE 13, 2018 MEETING AS PRESENTED.
TIM BUTCHER SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Public Comment

N/A

Executive Committee

Greg Smith, Chair, reported that the Committee met on August 1st and set the agenda for the upcoming meeting. The Committee discussed enrollment, retention, and the proposed actions items.

President's Report

President Pellett reported the following:

- Based on predictions, the College should have a two to four percent increase in enrollment for this academic year. GSC is one of two or three institutions in West Virginia that will have increased enrollment.
- The Campus has undergone major improvements over the summer and progress is continuing for the upcoming year.
- Women's golf is being considered for reinstatement in 2019-20.
- President Pellett reminded all that Mr. Beckvold was originally hired through the Registry temporarily, so the College is planning for his future departure.

Business and Finance Committee

Mike Rust, Chair, reported that the Board must reconfirm the budget as approved during the last meeting due to the item not being listed on the agenda at the last meeting.

Mr. Beckvold referenced page 30 and noted that "FY 2010" listed in bulleted item number 6 should read "FY 2020."

MIKE RUST MOVED TO APPROVE THE BUDGET FOR FY2019 AS PROPOSED. TIM BUTCHER SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Committee of the Whole

Mr. Smith asked President Pellett to report on the prison programs.

President Pellett responded that there is currently a shortage of faculty to teach at FCI-Gilmer and Dr. Vega is working on recruiting faculty to teach. He hopes to begin classes in a couple of weeks. President Pellett further reported that the final draft policies are a good example of governance and all comments received were addressed. He recommended approval of all.

Mr. Smith invited questions regarding the final draft policies. With no questions being presented, the Board considered the following final draft policies:

GSC Personnel Policy 16 – Classified Employees (Amend)

GSC Personnel Policy 17 – Annual Leave, Sick Leave, Military Leave and Other Leaves (Amend)

GSC Academic Policy 32 – Web-Based Courses (Amend)

GREG SMITH MOVED TO APPROVE THE PROPOSED BOARD FINAL DRAFT POLICIES 16, 17, AND 32 FOR FINAL FILING WITH THE HIGHER EDUCATION POLICY COMMISSION. MIKE RUST SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Announcements

President Pellett introduced Ms. Chelsea Stickelman as the new Interim Director of Admissions and announced that Mr. Marty Carver will now be overseeing Student Affairs.

Mr. Smith made the following announcements:

- Homecoming is scheduled for Saturday, October 13, 2018/GSC vs. West Liberty

Mr. Hutchison announced he will be meeting with Student Life to plan alumni activities during Homecoming for alumni.

Ms. Stickelman announced that Admissions is encouraging prospective students to attend the parade.

Mr. Woods announced that SGA has been meeting and planning activities for Homecoming that include the bonfire and combining the tug-of-war, parade, and banner awards into one big prize.

Mr. Smith suggested SGA request funding from the President's discretionary fund for floats, etc. He further suggested that communication regarding events be sent to all alumni. A complaint was voiced that alumni were not made aware of the winery event in Roane County.

Executive Session

IT WAS MOVED BY SUE MORRIS THAT THE BOARD OF GOVERNORS GO INTO EXECUTIVE SESSION UNDER THE AUTHORITY OF WV CODE §6-9A-4(b)(2)(A) TO DISCUSS A PERSONNEL ISSUE. RALPH HOLDER SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Rise from Executive Session

IT WAS MOVED BY MIKE RUST THAT THE BOARD RISE FROM EXECUTIVE SESSION AND RECONVENE IN OPEN SESSION. LARRY BAKER SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Summary from Executive Session

Chair Smith announced that the Board discussed the President's 2019 compensation package. Negotiations will continue with the President regarding the compensation package and brought back to the Board at a future date.

Adjournment

With no further business and hearing no objection, Chairperson Smith adjourned the meeting at 3:10 pm.

Greg Smith
Chairperson

Teresa Sterns
Executive Assistant to the President

Submitted by: *Victor Vega, Provost and Vice President for Academic Affairs*

As we prepare to start the spring advising and enrollment cycle, Academic Affairs has been preparing for the upcoming end of semester, graduation, and the Winter term.

Highlights

- Working on schedules for the spring semester. We have been able to reduce dramatically the duplication and unnecessary courses by streamlining the scheduling process. Following the course rotations and program maps, we have been able to reduce the seats offered by 2141 from Spring 2018 to Spring 2019 without sacrificing the courses students need to progress toward their degree. This is the equivalent to about 11 FTE's.
- We are in conversations with Marshall University to offer a 3+2 Master degree in Athletic Training. We are working on the plan of study and this is literally a degree that will cost nothing to us since we have all the required courses in our catalog. Projected program start date is fall 2019.
- We have been in conversations with Pierpont Community and Technical College to offer an LPN degree at Glenville State. Projected program start date is fall 2019.
- Graduation at Huttonsville Correctional Center is scheduled for December 13. Eight students will graduate with a GSC degree.
- 27 new students will be added to the Second Chance Pell program at FCI-Gilmer for the spring 2019 semester. This is in addition to the current 65 students.
- The fall 2018 Commencement will be held on December 8 at the WACO Center. Proceedings will start at 10:00 am. There are around 85 graduates.
- The new Winter Term schedule is complete. Eleven up and we have eleven courses offered during this mini-term.
- Currently preparing an inventory of classrooms that may need technology improvements or improvements in general to better serve our students. This is part of the strategic plan.
- The Office of Academic Affairs has been working on the reorganization of the academic departments. A proposal was sent to Faculty Senate for comments and faculty input.

Submitted by: *Marty Carver, Vice President of Enrollment Management*

Highlights/Challenges

Highlights

1. **EAB:** Data flow between the new EAB system and our enrollment system is being completed. When completed, we will send EAB all of our purchased names and non-responsive inquiries for the fall 2019 recruitment cycle. EAB will then process these names through their extensive marketing system that encourages the students to apply and turn in key documents required for acceptance. Daily updates will automatically be imported and exported to and from our systems and the EAB system. *UPDATE: To date, we have received over 200 EAB Applications but we have not been able to complete the direct import bridge to Banner. All EAB applications are currently being imported manually. EAB projects that GSC will receive over 1,000 applications as part of its advanced application marketing system.*
2. **Action/Recruitment Plans:** The Spring, Summer, and Fall 2019 Action/Recruitment Plans have been finalized. We are tripling the number of face to face recruiting events, more than doubling the number of high school visits to VIP and/or Primary Markets, and making the Kanawha Valley a focus for future growth. *UPDATE: See the attached Recruitment Plan Summary.*

Attachments/Enclosures:

1. Admissions End of Year Summary
2. Recruitment Plan Summary

FY 19 Admissions Review

Overview

The FY19 recruitment cycle for new students was successful in increasing total inquiries, total applications, and total admitted/accepted while still resulting in a slight decrease in enrolled students.

	Fall 2018	Fall 2017
Inquiries:	*3,856	3,615
Applications:	*2,141	1,972
Admitted/Accepted:	*1,262	1,170
Registered:	564	414
Enrolled:	380	381
INQ-APP%:	55.52%	54.55%
APP-ACC%:	58.94%	59.33%
ACC-REG%:	44.69%	35.38%
REG-ENR%:	67.38%	92.02%

*Five year highs were set for total inquiries, total applications and total accepted/admitted students - much of which can be attributed to an increased focus on face-to-face recruitment. Face-to-face recruiting events included Pioneer Meet & Greets, Open House Events, High School Visits, Community and Technical College Visits, and individual On-campus Visits. Over 800 students from 23 states and 45 of the 55 counties in WV attended face-to-face recruitment events during the 2017-2018 recruitment cycle. The application and accepted/admitted benchmark goals were met and/or exceeded – bringing enough students to the point of decision to meet and/or exceed our enrollment goals.

The challenge for the recruitment cycle was at the registration benchmark. Based on a number of factors, we experienced a much higher “no show rate” than normal (Fall 2018: 28.19% | Fall 2017: 7.98%) The are several reasons students did not show as compared to previous years based on a survey the Admissions office recently administered to new students that registered but did not show/enroll. This phone survey resulted in a 47.27% (78 of 165) response rate with a wide-range of student responses.

Admissions No Show Follow-up Survey – Reason for Not Attending GSC (78 Student Responses) **Students can list multiple reasons**

Not Attending College:	47	
		Athletics- Not enough coach contact (5)
		Athletics- Not enough scholarship (1)
		Cost- Housing too expensive (3)
		Cost- Too expensive (4)
		Cost- Tuition too expensive (1)
		Distance- Too far from home (1)
		FA- Lack of academic scholarships (2)
		FA- Lack of financial aid (2)
		Family- Family or personal issues (8)
		Family- Got married (1)
		Family- Has/having child (2)
		General- Not attending college at this time (3)
		GSC- Staff issues (1)
		Job- Taking job – not attending college (12)
		Major- Lack of quality academic programs (1)

		Other- (14)
Attending College Elsewhere:	31	Athletics- Liked other program better (4) Athletics- Not enough scholarship (2) Athletics- Sport not offered (2) Cost- Too expensive (2) Cost- Tuition too expensive (1) Distance- Too far from home (4) FA- Lack of academic scholarships (1) General- Other college was 1 st choice (1) GSC- Staff issues (1) GSC- Student issues (1) Major- Liked other college program better (1) Social Media- Concerning information on social media (1) Other- (20) *Only 3 mentioned they did not intend to register

Where No Shows Attended-

Anderson Univ	1	Bluefield State College	1	CLC Junior College	1
Concord College	1	Fairmont State Univ	1	Lehigh Carbon Comm Col	1
Marshall Univ	2	Morehouse College	1	New River CC	3
Northern VA CC	1	Ohio State Univ	1	Pierpont CC	1
Potomac State College	3	St Clair CC	1	Star State College	1
Univ of Charleston	2	WV JC	1	WV State	1
WVU	2	WVU Parkersburg	1	WV Wesleyan	1
Wood State	1	Unknown	48		

In addition to the Admissions No Show Follow-up Survey, the Registrar's Office asked similar questions to students wishing to withdrawal from all registered courses.

GSC Registrar Expunged Reasons for Fall 2018

Athletic Ineligibility or quit	6
Attended another 4yr institution	11
Attended another institution	14
Attended 2yr institution	4
Changed mind – no college/time off	23
Doesn't need/qualify classes	1
Financial difficulty/F.Aid	25
Illness/medical self or other	1
Job/full-time employment	2
Never attended/Never logged in	43
Personal	4
Rejected – self or admissions	1
Relocating/moving out of area	1
Unknown	29
	165

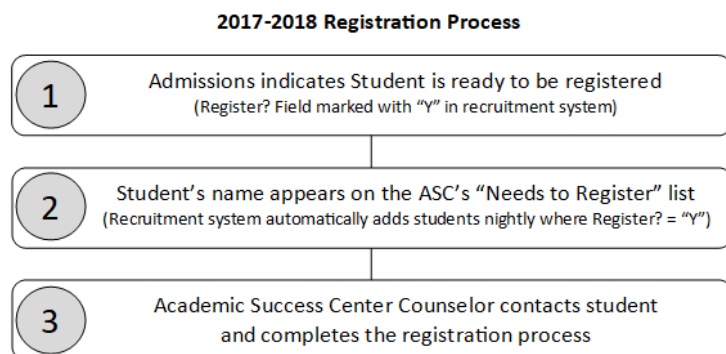
The data provides some very important facts:

- Admissions is bringing enough prospective students to the point of registration to meet and/or exceed our new student enrollment goals (500 new students each year).
- Admissions is focusing efforts in the right market – 95 of the 165 students that registered but did not attend were from our Primary and/or Primary VIP markets.
- GSC needs to continue to evaluate what types of student aid we offer and how we can better use aid to attract new students.
- **The follow-up surveys revealed a few common themes but most surprisingly was that only 3 of 78 students (3.85%) surveyed indicated that they did not intend to register for Fall 2018.** Other reasons made up the largest group (34 | 43.59%) followed by Financial/Scholarship/Cost Related (16 | 20.51%), Athletic Related (14 | 17.95%), Family/Personal Related (12 | 15.38%), and Job Related (12 | 15.38%).
- Although only 3 of 78 students indicated that they did not intend to register, we have identified processes and procedures that need to be updated to provide better internal documentation and customer service to our prospective students. The processes of identifying students ready to register, requesting to register, and registering all will be updated for the FY20 recruitment cycle.

The Registration Process (Past and Future)

Since the greatest challenge to overall enrollment was at the registration benchmark, the following diagram outlines the FY19 Registration process.

FY19 Registration Process Outline



In understanding the registration process, it is important to understand how students were identified as “ready to register.” First, admissions counselors and admissions staff workers had first-hand knowledge of a student’s intent to register through direct communications (phone calls, email, texts, and face to face contact).

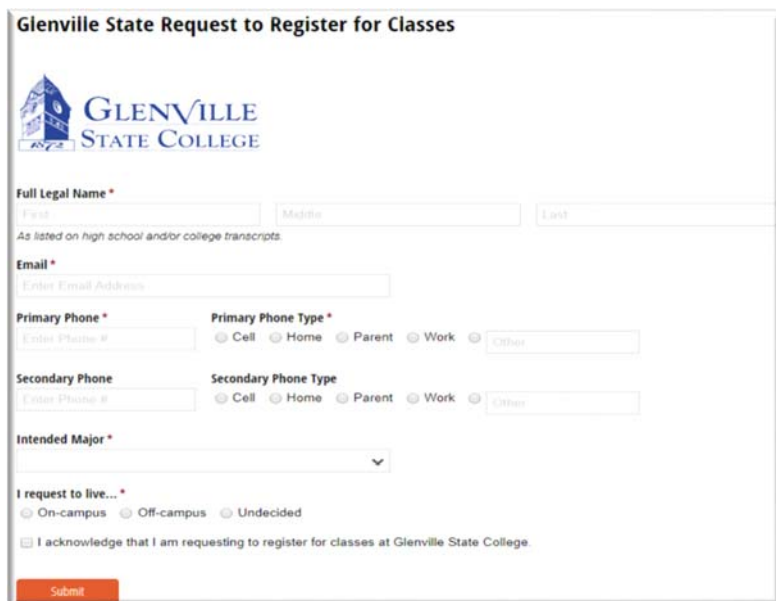
The second way students were identified as “ready to register” was by notification from GSC offices external to admissions indicating that a student was ready or requesting to register. These offices included athletics, financial aid, registrar, academic success, and etc. An example was athletics -- coaches provided the admissions office with a list of students that were signed, verbally committed, and confirmed walk-ons. The admissions office assumed all three of these meant that these student athletes desired to be or needed to be registered and added them to the Academic Success Center’s “Needs to Register” list. The rationale to send signed, verbally committed, and confirmed walk-on students through to the “Needs to Register” list was not only to get them registered but also to get them started with financial aid and housing. There have been many documented issues in past years of these same signed, verbally committed, and confirmed walk-on students showing up with no classes, no financial aid, and no housing. As a result of this practice, student athletes were forwarded to the Academic Success Center to complete the registration process. This created a bottle-neck of students waiting to

be registered. To resolve the issue, the Academic Success Center staff began communicating by email instead of having one-on-one phone conversations with each student which did not allow students to either immediately approve of their schedule or indicate that they were not ready to register at that time. The result of this practice increased the chances of soft registrations.

FY20 Admissions Process Correction: The FY20 process will include at least two new facets not included last year. First, external offices will submit names of students that indicate interest in registering for classes. The Admissions Office will communicate with students to make sure they have all required documentation in prior to moving to Step 2. Step 2 is the second facet that was not included last year. When any internal or external source communicates that a student is ready to register the Admissions Office will send the student a link via email and/or text to the Request to Register Acknowledgement form. (This link can also be sent by the Academic Success Center, Financial Aid, and the Registrar’s Office)

This form is required for all new students wishing to register. Once the student has submitted the form their name will be added to the automated “Needs to Register” list.

FY20 Request to Register Acknowledgement Form



The screenshot shows a web form titled "Glenville State Request to Register for Classes". At the top left is the Glenville State College logo. The form contains the following fields and options:

- Full Legal Name ***: Three input fields for First, Middle, and Last names. A note below reads "As listed on high school and/or college transcripts."
- Email ***: One input field for "Enter Email Address".
- Primary Phone ***: One input field for "Enter Phone #".
- Primary Phone Type ***: Radio buttons for Cell, Home, Parent, Work, and Other. The Other option has an adjacent input field.
- Secondary Phone**: One input field for "Enter Phone #".
- Secondary Phone Type**: Radio buttons for Cell, Home, Parent, Work, and Other. The Other option has an adjacent input field.
- Intended Major ***: A dropdown menu.
- I request to live... ***: Radio buttons for On-campus, Off-campus, and Undecided.
- A checkbox: I acknowledge that I am requesting to register for classes at Glenville State College.
- A red **Submit** button at the bottom.

Summary –

It is important to understand what went right and what went wrong in last year’s recruitment cycle, so we can learn and improve. We are convinced more than ever that our focus on face to face recruitment within our Primary and Primary VIP markets will help us achieve new student enrollment goals.

The soft registration issue has been addressed and new processes and/or procedures will be tested during Spring 2019. Once the FY20 process is complete, we will continue to evaluate and make changes as needed. The end result will be less soft registrations, more accurate enrollment projections, and a higher yield rate.

Recruitment Plan Summary
2018-2019

Overview

The new student goal for FY2019 is 450 enrolled students. To accomplish this goal, the admissions office will use sound recruitment strategies and will rely on a true campus-wide approach to recruitment. This campus-wide approach will include the use of admissions staff, administrators, coaches, advisors, faculty, sponsors, and current students to execute a highly personalized plan that drives prospective students to make an informed decision about attending Glenville State College.

The Recruitment Plan is complex and involves many automated systems to make sure the right prospective students are getting the right information at the right time. The automated systems will send personalized mail, email, texts, as well as schedule phone calls at key benchmarks. In addition, the admissions team will use sound judgment in providing consistent communication with prospective students and their families.

How the class should come together:

Source	Est #	% of Class
Admissions- TOTAL	260	57.78%
Non-Ath Primary VIP Market:	169	37.53%
Non-Ath Primary Market:	53	11.85%
Non-Ath Secondary Market:	28	6.17%
Non-Ath Tertiary Market:	10	2.22%
Athletics- TOTAL	190	42.22%
NEW STUDENT- TOTAL	450	

The Markets

Students are grouped into Primary VIP, Primary, Secondary, and Tertiary markets depending on the distance from campus, enrollment history, and GSC program involvement (GSC Dual Enrollment, Hidden Promise and etc.). In addition, markets are divided into traditional and online delivery methods to allow greater flexibility in the types of communication/messaging we use. All automated and manual recruitment efforts focus on face to face recruitment calls to action which will provide us the highest yield possible.

The Primary VIP market is made up of prospective students from Braxton, Calhoun, Doddridge, Gilmer, Kanawha, Lewis, Nicholas, Pocahontas, Raleigh, Ritchie, Roane, Upshur, Webster, Wirt, and Wood Counties. The VIP market also includes all Dual Enrollment, HSTA, Hidden Promise Scholar students, and all students from Pierpont CTC and New River CTC. The Primary market includes prospective students from Berkeley, Cabell, Clay, Fayette, Greenbrier, Grant, Harrison, Jackson, Jefferson, McDowell, Pendleton, Pleasants, Randolph, Summers, Tucker, Wetzell, and Wyoming counties. In addition, all online students are included in this market. The Secondary market includes all WV counties not listed in the Primary VIP and Primary markets as well as all transfer, returning/readmitted students, and selected areas with Eastern KY, MD, VA, and DC. The Tertiary market includes all states not listed in the Secondary market.

Segments

In addition to classifying prospective students based on their geographical location, this year we will also classify them based on involvement in one of our Segmented Focus Groups. These are groups we believe make a prospective student a better fit for a specific GSC program and allow us to put faculty, staff, coaches, and sponsors for these programs directly in front of the target group. For example, we will attempt to have a member from our fine arts department speak to all students that we identify as participating in high school theatre, drama, poetry, art and music clubs or events. Every effort will be made to have GSC faculty, coaches, and sponsors involved in travel to high schools as well as hosted on-campus events. Here are a few examples of high school clubs of interest:

HS Involvement	GSC Program
Drama/Theatre/Music/Choir/Art Activity or Club	Fine Arts/SciFi Guild
FFA	Land Resources
Student Council	Student Gov/SGA Day
Future Teachers of America	Early Ed Student Group
FBLA	PBL (Phi Beta Lambda)
Others to Consider:	
Fellowship of Christian Athletes	FCA
Science/Math Club	Science/Math Club
Social Science Club	Pi Gamma Mu
Criminal Justice	Sigma Pi Xi
Fishing Club	Fishing Club
Archery/Riffle	Pioneer Shooting Club
SciFi Club	SciFi Guild

Communication

We rely on both incoming and outgoing recruitment communication in the recruiting process. Incoming communication includes phone calls, emails, texts, face to face, and online instant messages. Outgoing communication includes phone calls, emails, texts, face to face, mail, and social media.

Students in the Primary VIP and Primary markets receive all types of communication available in the recruitment process. Students from the Secondary and Tertiary markets only receive phone calls, emails, and texts until the point of application. Once a student applies they are moved to the Primary market.

Calls to Action

Every letter, postcard, email, text, and phone call that goes out from the admissions office should have a minimum of two calls to action, and three is recommended. Calls to action include Visit Campus, Apply Online, RSVP for an event, confirm intent to Register, Register, or turn in documentation needed to complete the file.

Face to Face Recruitment

Face to face recruitment is how we will earn a great incoming class. Face to face events will include:

- On-campus individual visits
- On-campus group visits
- County-based Pioneer Meet & Greets
- On-campus Open House events

- On-campus Department Open House events
- Off-site GSC Nights at Primary VIP high schools
- On and off-campus Segmented Focus Group events

In addition, we will focus on getting administrators, faculty, advisors, and coaches involved in the recruitment process as early as possible to encourage face to face involvement by the GSC campus.

EAB Application Platform

The EAB Application Platform is an application marketing service we have contracted with for FY2019. In previous years, we have purchased between 10K and 20K names from the National Research Center for College & University Admissions, CSS, and the College Board to help boost our prospective student search numbers. As part of the EAB contract, all search names will be purchased through EAB and processed through their advanced strategic marketing system. The purpose of teaming with EAB is to help us attract additional prospective students from lower performing markets within West Virginia, Northwestern Virginia, Eastern Kentucky, and Southeastern Ohio. We will see a drastic incline in the total number of applications (estimate 1,200) from EAB. However, it should be noted that our traditional application to an acceptance rate of 59% will more than likely not be realized within this contract. The purpose of the EAB contract is to increase the application pool, but it remains our responsibility to complete the files, accept the students, register the students, and hopefully enroll the students.

Summary

Focusing on face to face recruitment is expensive and time-consuming but should result in a much high yield than just casting a wide net hoping that prospective students randomly respond to some type of communication we send out. Successful face to face recruitment will require involvement by more than just the admissions team. It will require the involvement of the administrators, faculty, club sponsors, and coaches at every level of the recruitment funnel.

Identifying what students want to be involved in and connecting them to the right people on our campus is critical for the success of our Segment Group recruitment effort. We have wonderful people at GSC and we need to show them off at on-campus and off-campus events related to this initiative.

We have established that we have enough students in the recruitment funnel to meet our new student goals – we need to get them better connected to the campus as part of the recruitment process. For the campus to experience new student growth, it is imperative that we create a team atmosphere as it relates to new student recruitment.

Submitted by: *David Hutchison, Interim Vice President for Advancement & Executive Director Foundation*

College Advancement

Staff Update:

- Hired Conner Ferguson – Alumni Director & Annual Fund Coordinator
- Posted Job – Director of Fundraising

Staff Training:

Committed to utilizing our resources better & understanding the value they bring to the office.

- Mandi Lucas – Financial Edge with Blackbaud
- Michelle Clowser – Raiser’s Edge with Blackbaud
- Conner Ferguson – already started training for Raiser’s Edge
- David Hutchison – Wealth Point with Blackbaud, Leadership with John Maxwell, Planned Giving Essentials September 24th – 26th with CASE

Upcoming Fundraising initiatives:

We must be more strategic targeting our needs to reach our fundraising goals.

- Annual Fund Call Star Program - \$25,000 in 2017, Goal of \$30,000 for 2018.
- Crowdfunding Campaigns:
 - Athletics – nearly \$20,000 in spring
 - Fine Arts
 - Academic Programs (for example international studies)
- IRA Rollover – mailed post card to Alumni who graduated between 1965-71
- End of the Year Giving Campaign

Website:

Giving site must be a resource for our Alumni & Friends to be able to utilize to support GSC.

- Alumni Page
- Foundation Resources
- Planned Giving Section
- Legacy addition to the Pioneer Weekly update.

Alumni Relations:

- Hall of Fame – September 29th
- Homecoming – October 13th
- Alumni House – Historical Registry Grants, (evaluating improvements needed)

2018 – 2019 Foundation Scholarships:

- 173 total students
- 82 new students awarded
- Projected to be \$350,000+ (\$120,000 new students)
- We are still awarding student requests that meet with scholarship guidelines
- This does not include any athletic scholarships we will pay out of PAC
-

Current Foundation Grants in progress

- Erickson Foundation – monies towards Academic Success Center
- Benedum Foundation – Health initiative for nursing
- Alumni House – Historical Registry State Development Grant

New Scholarships in Progress

- Bill Bennett '55 – Reva Brown Bennett and Billy Bennett Scholarship
- Smokey Mathews '66 – memory of his son
- Wes Bargeloh '62 – memory of his late wife (IRA Rollover plan)
- Mark Downey '66 – memory of his father
- Dave Freshwater – Roane County graduates

Other Fundraising Initiatives upcoming this year:

- Living & Learning Campaign
- Planned Giving: Partner with Graystone
- President's Circle
- Founders Day – Day of Giving /50 year graduate dinner

Donor Level	Fiscal Year Through 8/7/2018		Fiscal Year Through 10/2/2018	
	# Deposits	Total \$	# Deposits	Total \$
< \$100	15	\$480.30	68	\$2,698.78
\$100 – 499	53	\$7,639.77	188	\$27,012.48
\$500 – 999	6	\$2,840.33	40	\$14,080.33
\$1,000 – 2,499	33	\$12,339.06	39	\$35,505.90
\$2,500 – 4,999	1	\$4,500.00	23	\$21,613.15
\$5,000 – 9999	8	\$11,157.26	8	\$24,850.63
\$10,000 – 24,999			77	\$42,864.32
\$25,000 – 99,999	2	\$28,266.66	28	\$140,323.38
100,000 – 999,999			1	\$200,000.00
1,000,000 +				
Totals	118	\$67,223.38	472	\$508,948.97

The tables below recap the activities for the period 08/17/2018 through 10/2/2018:

The following table denotes deposits by category for the fiscal year:

2018-2019	# Donors	Total \$
Repeat from last year	33	\$32,420.05
Increased from last year	86	\$231,226.01
New from last year	86	\$17,640.41
Recovered from last year	46	\$207,831.00
Decreased from last year	37	\$19,831.50
	288	\$508,948.97

Submitted by: *Jesse Skiles, Director of Athletics*

Highlights/Challenges

Highlights:

1. Organized a meeting with Marshall University to explore an articulation agreement in Athletic Training.
2. Women's Soccer has embarked on their first season of NCAA competition.
3. Volleyball has produced five match wins already under new head coach Tammy Gandee. The team was winless in 2017.
4. The total number of roster student-athletes grew from 318 in the Fall of 2017, to 376 in the Fall of 2018.
5. The Waco Center Fitness Room has been a success. It is highly utilized and the feedback has been positive.
6. Football has produced consecutive victories over Concord and West Liberty.
7. Sophomore Colby Cunningham placed 19th at the MEC Golf Championships.
8. Waco Oil and Gas has provided our track program with an area to work field events in the winter months.
9. Women's Basketball has been picked as the preseason favorite in the MEC.

Challenges:

1. We are searching for ways to improve our athletic staffing. Potential agreements with local colleges for graduate assistant positions could be very beneficial.
2. With the addition of soccer and acro-tumbling, there is a lot more leg work required, and additional planning needed in terms of facility usage.
3. With the recent visit of NCAA representative Ann Martin, we are looking for creative ways to improve our department as a whole, from financial aid, staffing, to daily operations. Her NCAA Blueprint evaluation should provide some insight moving forward.

Submitted by: *John B. Beckvold, Vice President of Business and Finance*

Highlight/Challenges

Highlights

1. The FY2018 audit was completed on time to meet the HEPC deadline.
2. Hired Director of facilities, Noah Balsler, HVAC expert and engineer by training. Improvements in quality and responsiveness of facilities staff already evident.
3. Remaining rooms at Riverfront Residence ready for students by end of November.
4. Academic Success Center on third floor of library ready for occupancy by end of November.
5. In compliance with State mandated Fleet vehicle regulations and related reporting due October 31. Introducing online vehicle scheduling system which should reduce vehicle count by several due to more efficient scheduling. Working with Facilities to replace several maintenance vehicles.
6. Established separate position (formerly part of Debra Nagy's role) for conferences and events to maximize additional revenue from outside use of facilities.
7. Contract renewal discussions underway with new Assistant Warden responsible for all Department of Corrections training in WV.

Challenges

1. Navigation of the complexity of the WV State accounting system in order to provide meaningful, timely financial reporting for management and the Board.
2. Developing a realistic projected operating result based on lower than expected enrollment.
3. Funding capital projects with funds beyond Bond Refinancing proceeds. (More fundraising money needed.)
4. Executing timely monthly and quarterly financial reporting to all levels of leadership on campus.
5. Balancing the sometimes conflicting goals of high enrollment versus sound fiscal management of student account balances. (How hard do we push a student to leave if they can't pay?)
6. Continue to upgrade quality of Faculty/Staff housing units while achieving near 100% occupancy.

Submitted by: *Larry Baker, Faculty Representative*

Highlights/Challenges - *Advisory Council of Faculty*

Highlights **ACF - *Advisory Council of Faculty***

- The ACF met October 11th 2018 in Charleston WV at HEPC 9th floor.
- Discussion on the Blue Ribbon Committee.
- Discussion on the HEPC funding formula for both 2 and 4-year schools.
- Investigations on statewide library electronic resources purchase to save individual higher education institutions money.
- Legislator discussions.

Challenges **ACF - *Advisory Council of Faculty***

- New brochure for legislators and BOG members to be released in the 2019 spring term.

Highlights/Challenges – *Faculty Senate*

Highlights **Faculty Senate**

*09/04/18

- Online course evaluations discussed and pilot will be for 150 sections this fall at no cost to the college. Ad hoc committee composed of faculty senate members was charged with question development for review.
- Departmental reorganization was discussed and moved to Academic Affairs.
- Approved purchase of Survey Monkey for college voting and data collection.
- Professional Development funds will be addressed by the Faculty Development Committee as in the past and forwarded onto the Provost for final approval.
- Syllabus template for all GSC classes was discussed and suggestions for improvement will be sent to Provost for consideration from Ad hoc committee composed of faculty senate members.

*09/18/18

- All faculty senate committees have been assigned with the exception of Tenure and Promotion that will be elected by majority vote.
- President Pellett addressed the following:
 - Importance of open dialogue between faculty and administration.
 - Enrollment numbers for incoming students looks consistent but overall numbers are down from projection and information concerning why will be distributed to all faculty after data collection and administrative review.
 - Budget deficit will occur due to loss in enrollment numbers.
 - Importance of Shared Governance. If a VP is not listening contact President Pellett.
- Mr. Jesse Skiles discussed the following:
 - Shared information/steps to improve the academic profile of athletic department.
 - Mr. Skiles has asked faculty to email/call individual coaches or himself if an athlete is in need of assistance in a course.
 - Let's do all we can to avoid any division between academics and athletics. If you see an issue please let him know.

- Mr. Skiles invites more comments and concerns from faculty to better the overall program and graduation rate of student athletes.
- Faculty Evaluations are going to be renamed Course Evaluations.
- Provost is working on workload compensation policy, as the current definition in the faculty handbook, is unclear.
- Reduced or free textbooks are available for review in the Academic Affairs office for faculty.
- Salary compression discussion and ACF rep. was charged with gathering information at next ACF meeting.

*10/02/18

- Faculty Senate minutes for this year have been transferred to SharePoint for all faculty to review when needed
- Discussion of faculty rotation for committee appointments
- Eleven courses are on the list for Winter Term @ \$300/credit hour
- Update from Fred Walborn on Collaborative Project – Going well and improvement of retention is evident
- Faculty Senate president is to invite Ann Reed to a faculty senate meeting to address quicker removal of students who do not show up during the first week in order to move students off the weight list into classes they need for graduation.

Challenges

- HLC review, CAEP review, budget deficit, overloads, and continual work to improve communications among faculty, staff, community and administration to better GSC.

Submitted by: *Dustin Crutchfield, Staff Council Representative to the Board*

Highlights/Challenges

Highlights:

- Following the August Board of Governors meeting, an all staff meeting was held with Human Resources and former Classified Staff Council leadership to discuss the future of the group that would be established to represent staff (*since GSC would essentially no longer have any employees who were categorized as 'classified'*). A task force developed from that meeting. The task force group has been working to develop a new constitution and bylaws with plans to charter a Glenville State College Staff Council that will represent non-classified staff members who are subject to progressive discipline. As of October 8, the draft constitution and bylaws have been written and shared with members of staff for their initial review.
- Working with Human Resources to update and release a new Staff Handbook. The current handbook was last updated in 2011-12 and is missing vital information for staff members about leave, timekeeping, benefits, and more. As the new Staff Council takes shape, the leadership will work closely with Human Resources on the Handbook project.

Challenges:

- As a non-classified employee, our West Virginia Advisory Council of Classified Employees (ACCE) representative will no longer be a voting member of that body. While ACCE still welcomes non-classified representatives from other schools to their meetings, the state code will need to change to incorporate a group that represents both classified and non-classified employees at the state level before the group will be truly holistic. In the meantime, GSC's representative Sheri Goff will continue to participate in ACCE meetings and bring feedback to the campus staff group.

Submitted by: *Marty Carver, Vice President of Enrollment Management*

Highlights/Challenges

Highlights

1. **Activities:** Student activities are off to a strong start and now being led by Adrian Duelley, Director of Activities. Mr. Duelley is well connected to the student body and has brought fresh ideas to that position. A student survey will be conducted in November to gauge student satisfaction in this area. *(Attached is a list of activities that have been offered since the beginning of the fall semester and activities planned for the future.)*
2. **Organization and Staff Motivation:** The Office of Student Affairs is meeting on a regular basis and is getting better about communicating with other offices. Student Affairs staff had not met regularly in over a year. In addition, Mr. Carver is meeting weekly with all student affairs employees who are working on a director level. Initial feedback from staff members has been very good.
3. **Housing Plan:** Currently in the process of developing a best practice plan for how to offer and process on-campus and off-campus housing applications for both spring and fall 2019.

Challenges

1. **Staffing:** It is difficult (but not impossible) to offer high level student services at the current staff ratio.

Attachments:

Student Activities List Fall 2018

Student Activities Fall 2018

August 2018

Free Bamboo Plants (welcome back week activity)
Airbrushed tee shirts (welcome back week activity)
Cactus pots (welcome back week activity)
Personalized license plates (welcome back week activity)
Dive-in Movie in the pool
Guided Paint Night
Back to School Bingo
Glow Splash Bash in the pool
Comedian
Board Game Night (2 times)
Shopping trip to Clarksburg
Tie-Dye Tee Shirts
Sand Volleyball (weekly)
Dodgeball (weekly)
Ping Pong (weekly)
Popcorn and Paint (2 times)
Outdoor Movie and Smores (2 times)
High Adventure Trip to Stonewall Resort
Origami Night with Masa Yamaguchi
Open Mic Night

September 2018

Casino City set up in the Musket
Financial Aid Bingo
ThinkFast Trivia Game Show (Focus on Texting/Drinking Driving)
Street Magician during lunch
Board Game Night
Slip n Slide
Corn hole
Bongo Balls (Big inflatable balls that you get in and play soccer)
Soccer Darts (Huge inflatable dart board with Velcro balls)
Movie Night w/ popcorn in the theater
Open Mic Night
Booksmart Bingo
Glow Run for Charity (Wounded Warriors)
Huge indoor laser tag
Comedian
Paint Night
Video Game Night

October 2018

Mentalist/Illusionist
Interactive Game Show for cash
Mechanical Bull
Paint Night

Student Activities Fall 2018 - continued

Hamlet (Company coming in to perform a play)
Taking a couple shuttles to Bridge Day on the Gorge
Halloween Bingo
Haunted Train Ride in Wirt County
Zombie Paintball at Trans-Allegheny Asylum
Monster Mash Costume Party
Collaborating with the Pioneer Stage for Open Mic Nights
Shopping Trips

Future Events

Music Performances – Jazz concert, local artists, students etc.
GSC Idol
Trip to Coopers Rock when leaves change
Zipline Trip
Skiing/snowboarding
Craft Nights
Ultimate Frisbee and other athletic events
Intramural Sports
More activities are in the works
Working on opening up more activities to our community

Submitted by: *Justin Woods, President SGA*

Highlights/Challenges

Highlights

1. Homecoming Success
2. SGA outreach: partnerships with SGAs at WVU and AB
3. Future SGA activities: Thanksgiving, Spooktacular, and possible high school outreach

Challenges

1. Unifying the student body
2. Raising student morale

Submitted by: *Jason M. Phares Information Systems Manager*

Highlights

1. The website launch was successful. Currently setting roles and permissions for departments to update their own content.
2. Thirteen additional wireless access points have been installed in Goodwin Hall, provided by Shentel. Goodwin now has 56 total access points installed. This is the first semester that we have had no complaints about lacking Wi-Fi signal in that building.
3. Two new laser projectors have been installed for the Mollohan Center Multi-Purpose room and Rusty Musket. These two venues are used almost daily by students and staff.
4. All new faculty computers have been deployed. Over the last 18 months, 160 new computers on campus were deployed for all classrooms, faculty, and most computer labs.
5. Installation of IT equipment on the third floor of the library for the Academic Success Center is being completed.
6. There are currently twenty-seven students enrolled in the online degree programs. The original fall 2018 enrollment goal was set for twenty. Thirteen students have applied for spring.
7. Planning to replace the core switch, firewall, and internet shaper (*slows down Facebook and speeds up administrative internet needs*). The current equipment is at end of life/support. The end user should see better speeds to shared drives, Office 365 applications, and the internet in general.

Challenges

1. Due to the Institutional Research Reporter retiring, duties of required reports were transferred to the Office of Technology's Database Administrator. In addition, the College's Web Developer resigned in August and was also a Database Administrator. Effectively, the Office of Technology's staff decreased from three individuals that could assist with the reports to one. This has created a lag in building connections to Banner for other projects, namely, the EAB application process. A search for an Institutional Research Reporter is in progress.
2. Compatibility issues were encountered with connecting the new fiber switch with the DNS server. The College has acquired a stand-alone machine to test DNS within a test network. Once this is rectified, the core switch and internet shaper/firewall may be replaced. This issue is still in progress as we work to allocate time to complete this testing and project.

**Glenville State College Board of Governors
Meeting of October 24, 2018**

ACTION ITEM: Winter Term Tuition & Fees Rate

COMMITTEE: Student & Academic Affairs

RECOMMENDED RESOLUTION: Be it RESOLVED that the Board of Governors approves the 2019 Winter Term tuition and fees at a flat rate of \$300.00 per credit hour.

STAFF MEMBER: Dr. Victor Vega

BACKGROUND:

Winter Term will be a ten day/two week semester beginning January 3-16, 2019. Students will attend class for one and a half hours per credit per day. Tuition for Winter Term will be offered at a flat rate of \$300.00 per credit hour with no extra fees. The students' housing during that time will be free and food will be arranged to be offered at a discounted price by providing meal tickets from local restaurants.