

BOARD OF GOVERNORS  
BLUEFIELD STATE COLLEGE  
March 16, 2017

MINUTES

**Members Present:** Robert E. Perkinson, Jr., Reverend Garry Moore, Dr. Deirdre Guyton, Dr. Norman Mirsky (via conference call), Bob Buzzo, Anne Lantry (via conference call), and Jerry Perdue (via conference call).

**President's Staff:** Dr. Marsha Krotseng, Betty Carroll, Dr. Tracey Anderson, John Lewis, Shelia Johnson, Tom Cook, Mark Warner, Dr. Guy Sims, and Dr. Jo-Ann Robinson.

**Guests:** Sara Ballard, Dr. Tamara Ferguson, Jim Schlimmer, Dr. Sudhakar Jamkhandi, Dr. Jeff Bolton, and Jacki Bentley.

**Welcome and Call to Order – Chairman Robert E. Perkinson, Jr.**

Chairman Perkinson called the meeting to order at 6:32 p.m. and welcomed all in attendance.

**Public Comment Period**

No one signed up to speak during the Public Comment Period. Therefore, the meeting continued with the next scheduled agenda item.

**Chair's Remarks – Chairman Robert E. Perkinson, Jr.**

Chairman Perkinson invited Vice Chairman Moore to comment on the importance of being the best you can be. Vice Chairman Moore stated that he had the opportunity to travel to Charleston with BSC representatives to support Faculty Merit Foundation Award finalist, Dr. Jeff Bolton, who later that evening was named 2016 Professor of the Year. Dr. Bolton was a finalist alongside professors at WVU, Marshall, and other larger institutions.

Vice Chairman Moore observed that BSC has an opportunity to promote BSC's quality of education, diversity, and HBCU status. He mentioned that with the strides made by the Alumni Association, Athletics, and the Robotics team in the past couple of years, the institution is a shining example for this part of the state.

Chairman Perkinson noted that the Board appreciates and recognizes those who have been able to achieve a high goal. He stated, "We hold Jeff Bolton in high esteem for his achievements. Thanks for your good work."

**Presentation on Learning Management System – Dr. Jeff Bolton**

Dr. Bolton stated that he is very fortunate to be able to teach at BSC. He mentioned that BSC graduates regularly compete against and triumph over students from other institutions.

Dr. Bolton's remarks focused on the transition to Moodle as the single learning management system (LMS) at BSC. One reason for this move is that BSC is coming to the end of its contract with Blackboard on June 30, 2017, and there are some potential savings available. However, teachers are first and foremost, and this move should not be viewed only in terms of savings.

Dr. Bolton commented on the importance of investing in online education to help increase the number of students and grow Bluefield State. He stated that there has been lots of innovation in Basic Science. He would like to see more surface tablets in the hands of faculty. Training for faculty will start next week and continue throughout the rest of the semester. The College currently has four online programs that should be celebrated.

Dr. Mirsky asked when the administrative part is to be completed so that a student never has to come to campus. Dr. Robinson stated that the conversation has begun to look at all of the elements that need to be in place and where the College is with those elements. Discussion followed.

Chairman Perkinson stated that the Board would like to have a progress report on when the administrative online elements will be completed. Highlights from the discussion that followed: the budget to get all of the online elements in place, the difference between teaching in a classroom and teaching an online course, online faculty advising, and proctoring tests.

#### **President's Report – Dr. Marsha Krotseng**

Dr. Krotseng highlighted some of the many positive events that have taken place at BSC over the past month, including an article in the Bluefield Daily Telegraph by Tom Bone, signing of a business articulation agreement with the Mercer County Technical Education Center, and the Women's History Month Luncheon that recently took place on campus. Dr. Krotseng stated that it was an honor to attend the signing of the Executive Order for HBCUs in Washington, DC on February 28.

Yesterday, BSC was well represented at Higher Education Day at the legislature. Dr. Krotseng had the opportunity to speak with legislators and the House Finance Chairman. As interactions with legislators take place, she urged the Board to impress upon them the importance of maintaining funding for higher education.

Dr. Krotseng stated that increasing online enrollment complements plans for the residence hall. More students are needed on campus as well as online. EideBailly is finalizing a draft financial analysis which should be completed for internal review by the end of the month. The process is contingent on that report which is required by both the USDA and New Markets Tax Credits.

Dr. Krotseng notified the group of dates to mark on their calendars: March 22, 2017 – U.S. Army Jazz Ambassadors will perform at Bluefield High School; March 25, 2017 – Craft Fair Fundraiser in the Ned Shott Physical Education Building; March 30, 2017 – Meet and Greet for the Advisory Boards; April 27, 2017 – Spud Webb will be speaking at the scholarship fundraiser; and the Klingensmith Cup will take place on May 15, 2017.



#### **Presentation on International Students – Dr. Sudhakar Jamkhandi**

Dr. Jamkhandi stated that Fulbright Scholars are good for the College as a recruiting tool, and one will be on campus next week. He noted upcoming presentations on campus and in the public schools.

Dr. Jamkhandi stated that he has been asked to share how many international students BSC has and where they are from. This information can be found in the report included in the Board meeting materials packet. Students coming to BSC from abroad need to know that they will have a warm, welcome place to learn.

Dr. Jamkhandi introduced Jacki Bentley, his assistant, to share work she has been doing on social media in past weeks to reach people around the world. Ms. Bentley displayed a map with points representing where BSC international students are currently living. She is reaching out to international alumni who have graduated since 1989 using Outlook, LinkedIn, and Facebook. She would like to develop BSC's Instagram, Twitter, and WordPress. WordPress and Instagram would be primarily for students on campus who have traveled to allow opportunities to share pictures and other information. It would be ideal to have alumni chapters where there are clusters of international students. Discussion followed with regard to testimonials, international alumni contributions to BSC, and scholarships.

#### **Approval of Minutes of February 16, 2017 Meeting**

The first action item was approval of the minutes from the February 16, 2017 meeting. Chairman Perkinson asked if there were any additions or corrections to the minutes from the February 2017 meeting. Hearing none, Chairman Perkinson moved to approve the minutes from the February 16, 2017 meeting. The BSC Board of Governors unanimously approved the minutes from the February 16, 2017 meeting.

#### **Financial Report and Update – Ms. Shelia Johnson**

With regard to the housing process, Betty Carroll and Shelia Johnson have had a conference call every two weeks with Raymond James and Thompson and Litton. The EideBailly analysis has taken longer than expected. Ms. Johnson will ask for a new to-do list to be on track for Fall 2019. Deeds have been sent to the Attorney General to start the process of converting all campus property deeds to BSC.

Ms. Johnson reported that the Library has been closed since the first of March when a severe windstorm damaged the transformer. Mr. Cook and others are making plans to convert the lounge into space for computers until the transformer is replaced. Ms. Johnson has contacted BRIM regarding possible insurance coverage for this event.

Ms. Johnson reported on the budget and the College's current finances. Discussion followed.

#### **Academic Affairs Update – Dr. Angela Lambert**

Dr. Lambert was available via conference call to answer any questions the Board may have about Academic Affairs. She will give a full presentation next month including program reviews.

Ms. Lantry commented that Dr. Jesse Calloway's leadership workshop is a wonderful, value added event, and the school needs to continue promoting leadership development. She would be happy to buy the books, if needed.

**Progress Toward Strategic Plan – Dr. Tracey Anderson**

Dr. Anderson stated that the Board would find in the meeting materials packet the most recent Strategic Plan update and the IPEDs data feedback report which includes data on enrollment, admissions, finances, staff, etc. This report compares the College with a list of peers.

**Review of Dashboard – Dr. Tracey Anderson**

Dr. Anderson presented a dashboard of key indicators that had been previously presented at the October 2016 Board of Governors meeting. The data includes quantitative metrics that have been identified by the Policy Commission. This data is static. Discussion followed.

Mr. Perkinson expressed interest in seeing at every Board meeting a dashboard that would encompass the number of students and enrollment trends that lists what the data are at that particular moment. Mr. Perkinson stated that some financial and ratio metrics should also be included in the dashboard. Dashboard data should identify students in progress, monthly and quarterly enrollment data so the Board can follow what the trends are. An informed Board should be aware of this data. Dr. Anderson stated that if the Board could provide a list of the data they would like to see, she will look into the matter.

**Recruitment and Retention Update – Dr. Jo-Ann Robinson**

Dr. Robinson distributed a handout pertaining to the Metro Rate Expansion to the Board. She and Mr. Jim Schlimmer, Director of Admissions and Enrollment Services, outlined recruiting strategies, including an alumni collaboration with Dr. Guyton. Discussion followed. Highlights from that discussion include advertising campaign for Mercer County students, job placement, and success stories.

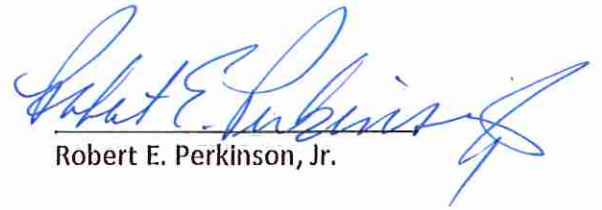
With regard to retention strategy, Dr. Robinson reported that partnerships are being increased across campus including a collaboration on a redesigned freshman orientation class.

Student Affairs and IT have been working closely on initial scholarship letters. The letters are being sent much earlier than in previous years and will contain an estimated award, PELL eligibility, and projected tuition.

**Adjournment**

Dr. Guyton made a motion to adjourn the Board meeting. The motion was seconded by Chairman Perkinson. The motion carried. The meeting adjourned at approximately 8:33 p.m.

Respectfully submitted,  
Sara Anderson



Robert E. Perkinson, Jr.