

BOARD OF GOVERNORS  
BLUEFIELD STATE COLLEGE  
February 16, 2017

MINUTES

**Members Present:** Robert E. Perkinson, Jr., Reverend Garry Moore, Jerry Perdue, Jennifer Douglas, Anne Lantry (via conference call), Charlie Cole (via conference call), Norris Kantor, Esq. (via conference call), Dr. Norman Mirsky, and Deirdre Guyton.

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

**Guests:** Nicole Ballard, Jelena Jevtic, Dr. Luciano Picanco, Jim Schlimmer, Amanda Matoushek, Cole Sulmonetti, Todd Fong, Shelia Hallman-Warner, Blake Hash, David Woodrum, Justin Marrotti, Caleb Cox, Karson Terry, Kirk Collins, and J.T. Lester.

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

Chairman Perkinson called the meeting to order at 6:31 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.

**Recognition of the BSC Golf Team – Chairman Robert E. Perkinson, Jr.**

Chairman Perkinson recognized the golf team members present at the Board meeting. Vice-Chairman Moore read aloud the BSC Board of Governors resolution recognizing the achievements of the golf team. Chairman Perkinson presented a copy of the resolution to each team member as well as Coaches Todd Fong and Cole Sulmonetti. (See attached.)

**Auditors Report for FY 2016 – Ms. Shelia Johnson with Auditing Team**

Chairman Perkinson invited Ms. Christina Bowman with CliftonLarsonAllen to walk the Board members through the audited financial statements for FY 2016, and she highlighted important points. Discussion followed.

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

Chairman Perkinson stated that the College is in trying times. With all of the ongoing changes, it is important not to forget the value of everybody working together for the benefit of the College.

Mr. Perkinson discussed the importance of transparency and stated that the flow of information is key. The Board will be paying attention to enrollment, recruitment,

and retention. He mentioned that the golf team had a single purpose – to be successful. Being successful takes a lot of hard work and singleness of purpose.

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

Dr. Krotseng reported that the Spring semester is well under way. The census file will be cut tomorrow. BSC has experienced its lowest fall to spring drop in at least the last four years.

This morning BSC hosted gifted 8<sup>th</sup> grade students from McDowell County, many of whom had never been to a college campus. Dr. Krotseng reported that the Chairs of the Faculty Senate and Classified Staff Council met with Cabinet this morning. Dr. Picanco stated that this was a good meeting with open discussion.

Dr. Krotseng reported that last week was a very busy travel week with time spent in Charleston and Bluefield. She met with the Chairs of the House and Senate Finance Committees and had the opportunity to interact one-on-one with a number of legislators at the State of the State Address. She also attended the Chancellor's budget presentation to the Finance Committee on February 10. BSC will be represented at Higher Education Day on March 15<sup>th</sup>. Dr. Krotseng will attend a meeting in Washington sponsored by the Thurgood Marshall College Fund later this month.

With regard to the Master Plan, BSC has recently responded to information requests from representatives who are conducting the financial analysis. BSC continues to participate in USDA calls.

BSC will be participating in Home Depot's Retool Your School Competition. Voting begins on February 24<sup>th</sup>. There will be a fundraising dinner on April 27<sup>th</sup> at Fincastle on the Mountain. A prominent speaker will be featured, and information will be forthcoming on tickets and table sponsorships.

#### **Title IX Reporting Procedures – Dr. Guy Sims**

Dr. Sims expressed thanks to the Board of Governors for allowing him the time to talk with them about what happens when there is Title IX complaint or concern. He uses BSC's Mission Statement as a guide. His roles and responsibilities include notification, education, and investigation. With regard to the receipt of complaints, Dr. Sims explained that communication must flow back to his office.

Dr. Sims reported that he has received questions about how many incidents BSC has had. He explained that most of this information is confidential, but there has been one incident and it was brought to resolution. Discussion followed.

#### **Approval of Minutes of December 8, 2016 Meeting**

The first action item was approval of the minutes from the December 8, 2016 meeting. Dr. Mirsky made a motion to approve the minutes from the December 8, 2016 meeting. The motion was seconded by Mr. Perdue and Mr. Kantor. The motion carried.

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

Ms. Johnson reported that the Finance Committee of the Board met to review the status of the current budget and next year's budget. Work is being done to make



sure the budget continues to be sustainable. There have been well over 20 meetings since last June to discuss the budget. Two campus meetings were held last week. Finances are being reviewed on a daily basis. Should enrollment increase, that will lessen the challenges for next year's budget.

Ms. Johnson reported on the financial information provided to members of the Board in the meeting materials packet. She reported on the budget and the College's current finances. Discussion followed.

#### **Approval of Giving Levels for Naming Opportunities – Ms. Betty Carroll**

Ms. Carroll stated that upon the recommendation of the BSC Board of Governors Finance Committee, before the Board is a proposal to add giving levels for naming opportunities that will be associated with the new residence hall. This is in addition to levels for naming opportunities already in existence. Ms. Guyton made a motion to approve the proposal as presented. Vice Chairman Moore seconded the motion. The motion carried.

#### **Approval of Metro Rate Expansion – Dr. Jo-Ann Robinson**

Dr. Robinson stated that the metro rate expansion is designed to increase enrollment. She stated that the metro rate expansion comes from recommendations of faculty as well as athletics. The proposal, if approved, would include the addition of two states and 73 counties.

Ms. Lantry asked how much marketing has been done in these counties without reducing the tuition rate. Dr. Robinson stated that marketing has been limited to posters sent to high schools in those areas. Discussion followed. Mr. Perdue made a motion to accept the Metro Rate Expansion as proposed. The motion was seconded by Vice Chairman Moore. The motion carried.

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

Dr. Anderson reported that the Board packet includes updates for year four. She reported on the HEPC review of the Compact. Dr. Anderson stated that the College received kudos on some things and there are some things to work on. They were particularly happy with the way BSC prepares its graduates. There was some concern about the institution's ability to track all of the things being done on campus. They were encouraged to see how much the College's default rate has decreased since it began working with INCEPTIA. They were also encouraged by 15 to finish. One item to work on is assessment. The College must be strategic about how campus activities are being assessed.

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

Dr. Robinson introduced Mr. Jim Schlimmer, Director of Admissions and Enrollment Services, to provide an overview of the recruitment and enrollment plan. His presentation included the following topics: building demand, cultivating applicants, optimizing yield, and student success.

Ms. Lantry expressed interest in seeing a marketing budget break-even analysis of how many students are needed to break even to pay for a marketing campaign. Ms. Lantry stated that if the institution is giving discount rates it is not necessarily going to be worth it in the long run.

Dr. Mirsky asked what percent of the international students are getting financial aid from the institution. He expressed interest in seeing a true count of those who are paying the full price.

Mr. Perkinson stated that there will be a presentation on international students and trends at the next Board meeting. Questions to be addressed include the following: what BSC is doing to attract international students, the number of international students BSC currently has, what institutional money, if any, is being provided to those students, and trends over the years.

**Possible Executive Session Under the Authority of WV Code § 6-9A4(b)(2)(A) to consider "matters arising from the appointment, employment...of a public officer or employee"**

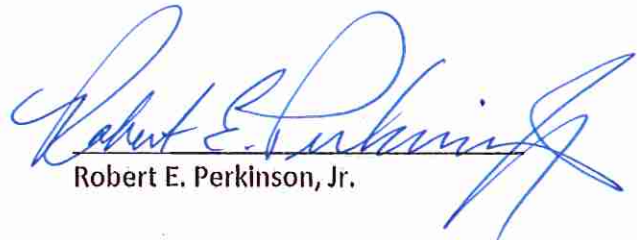
A motion was made by Ms. Guyton to go into Executive Session. The motion was seconded by Vice Chairman Moore. The motion carried. No action was taken during Executive Session.

A motion was made by Vice Chairman Moore to return to Regular Session. The motion was seconded by Ms. Guyton. The motion carried.

#### **Adjournment**

Vice Chairman Moore made a motion to adjourn the Board meeting. The motion was seconded by Ms. Douglas. The motion carried. The meeting adjourned at approximately 9:05 p.m.

Respectfully submitted



Robert E. Perkinson, Jr.