

Faculty Senate Meeting Minutes

Friday, December 5, 2014

Mahood Conference Room, Mahood Hall

Attendees: Steve Bourne, Jan Czarnecki, Tammy Ferguson, Sheila Gates, Geoff Hunter, Mike Lilly, Darrel Malamisura, Norm Mirsky, Tina Nicholson, Adem Ozyavas, Luciano Picanco, John Snead, Terene Stiltner, Darrell Thompson, Tony Woart

I. Call to Order

The meeting was called to order at 11 a.m.

II. Approval of Minutes from the November 14 meeting.

Mike moved to approve minutes; Luciano seconded, vote unanimous, motion carried.

III. Old Business

None

IV. New Business

(Since this was an emergency meeting called to discuss the proposed presentation to the Board of Governors, there were no committee reports.)

A. Board of Governor's Meeting – December 11, 2014.

Darrel: Met with BOG members Roger Topping (Chair) and Robert Perkinson (Vice Chair), and Dr. Krotseng to discuss presentation.

Mike, Norm, and Luciano said they could attend. Jan will attend if exam schedule permits.

Darrel: Classified staff had previously asked to present to the Board, but their request was denied. If we are allowed to present at the BOG meeting, they would send people to support us.

Three documents presented:

1. From Provost Dr. Hossain: Title: Academic Affairs – Recruitment & Retention – Report to the Board of Governors – December 11, 2014

This is a six-page, three-column document. First column – Department. Second column – Goals. Third column – Activity. This was a report of activities submitted by each school.

Darrel: There is nothing in the document from the Noel-Levitz report. We have more issues than just the ones on the document.

Luciano: These are achievements. Things we have already done. Not plans.

2. Untitled handout (6 pages) that included the requested recommendations from the schools.

3. One-page list of recommendations from Darrel (Chair of Faculty Senate).

Enrollment. Concern over declining enrollment. According to Mike, a current list of projected enrollment for Spring indicates 1128 students, 378 fewer than Fall. Although this number could change, it is still a significant decline. Concern that all colleges will see a decline in enrollment during the next two years.

Discussion: Situation is very serious and reflects whether or not the college will continue to operate. Low enrollment, including number of students per faculty, is not economically sustainable. Currently have a \$2 million revenue shortfall from losing students; revenue is down, and expenditures are up. Concern that funding a new administrative position (e.g., Director of Retention) would take too much time and current staff should be vigorously working on this now. Concern that students are going to other institutions (e.g., New River and Concord). Noel-Levitz survey/report documents where most problems lie (e.g., administration and IT). Concern that the BOG does not receive sufficient detailed information. They get reports on expenditures from Shelia Johnson (VP Financial Services), but not by categories. It appears the college will be able to meet obligations this year, and if necessary, go into reserves, but concern about future years. Brief discussion regarding buildings (primarily off campus) that consume capital but do not bring in revenue. Possibility of acquiring Tiffany Manor and the issue of relocating people who are living there.

Presentation to BOG. Discussion regarding the proposed presentation to the Board of Governors – format, presenters, additional information that could be provided in other documents. Agreement that there should be two columns or categories: strategic concerns and operational concerns. Need to market the institution by hiring a marketing director.

Discussion regarding online programs. Steve noted that the School of Business requested five online programs, and the state (HLC) agreed to four. Some schools could expand online offerings and promote them. There is no Director of Marketing for the Institution. We have to decide how much emphasis we are going to have online. If that is our growth area, then we have to hire someone who has experience doing that. The college also has to improve accessibility and online presence. Some issues with technology including live streaming.

Other institutions. Concern regarding possible presence of WVU in Beckley. Huge New River building (behind the Emma Byrd Higher Education facility that houses offices from several other institutions). What happens when NR moves out of the main building? What happens when WVU moves into old Mountain State University property? WVU marketing plan is 40,000 students by 2020. Possibility of strategic alliances with other institutions. BSC recently signed articulation agreements with Catawba Valley, Bridge Valley, and Wytheville Community College. Brief discussion of the previous relationship between New River and BSC. NR had been a feeder school for BSC, now BSC is losing students to New River. Mercer County cannot support so many colleges. We need to cooperate and not be adversarial.

Steve: We need three strategic/operational proposals. Online programs vs. on-campus programs. Strengthen articulation agreements, Strategic alliances with other institutions. Create a marketing/advertising position. Would allocate some of the IT resources for online programs. Have a marketing program to promote this.

Norm: The only thing the Board has discussed in this area is that they say we are not up-to-date with social media. The way we advertise ourselves is not up to date.

Tammy: They did analyze where we could grow. But it was all face-to-face. They analyzed the demographics of the area. If we are going to meet our goal, then we are going to have to have on-campus housing.

Income and Programs. State funds not available for on-campus housing. Relying on external donors is not realistic. We have to develop programs that would generate interest and income, whether online or face-to-face. (E.g., Mountain State did it with their Leadership program.) Some programs are very productive (e.g., Nursing and Criminal Justice). Previously had vibrant two-year programs that supplemented the four-year programs, but those went to New River.

Tina: Need to strengthen programs. There are some parallel problems but some are unique. Board of Nursing would never allow the nursing program to be totally online – best we could do is hybrid.

Steve: I don't think all programs should be online, but for us (Business), it would be easy.

Adem: We need to push immediately for the online programs.

Darrel: We have to do it right. We can't do it without the online support.

Steve: That's the operational side of the strategic plan.

Tina: Some students can't handle online courses.

Expenditures. Discussion regarding how money is spent and increases in salaries of some administrators. We have to continue to do business, but concern about "getting to the wall" sooner. We have to come up with a plan to get things turned around, but if we continue to spend the way we do, then we will not be viable. Have to consider other alternatives, including a four-day week. Cannot have just a blanket hiring freeze, but have a plan regarding the positions that are necessary and those that could remain vacant. We need to prioritize the positions. Need full transparency in how funds are spent. Also need a master academic schedule for the college. Have a plan to pursue goals for increasing enrollment.

Darrel: Noel-Levitz recommended online curriculum forms - we did that. We have been doing that for three years. They (applying students) were automatically sent an email from the Dean with links to documents

Dual-enrollment: BSC currently offers several dual-enrollment courses with Bluefield High School. Steve noted that Southwest (CC) does that extensively in Graham (HS).

B. IT issues.

Brief discussion regarding proposed IT committee. This will be brought up at the next faculty meeting.

C. RBA committee.

Dr. Hossain requested two representatives from the Faculty Senate to sit on the RBA Committee. Luciano volunteered, but need one more. Jan said she would be on the committee if necessary, but the other member should be from another school.

The committee will explain the RBA program to the rest of the faculty. There has been significant concern about the quality of the programs offered in the past. Dr. Robin Ware is now head of the program at BSC.

D. Next meeting.

Representatives from Faculty Senate will meet on Wednesday, Dec. 10, at 5 p.m. with Mr. Topping. The next meeting of the full Faculty Senate will be the third Friday in January.

V. Adjournment

At 12:40 p.m., Tina moved that the meeting be adjourned. Norm seconded. Vote unanimous. Motion carried.

Respectfully submitted,

Jan Czarnecki, Secretary