

BOARD OF GOVERNORS
BLUEFIELD STATE COLLEGE
October 20, 2016

Conley Hall, Room 201, Boyd Conference Room

MINUTES

Members Present: Robert E. Perkinson, Jr. (via conference call), Reverend Garry Moore, Bob Buzzo, Lois Manns (via conference call), Harold Wells (arrived at 7:22 p.m.), Dr. Norman Mirsky, Deirdre Guyton, Jennifer Douglas, Norris Kantor, Esq., and Jerry Perdue.

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

Guests: Jim Schlimmer, Nicole Ballard, Dr. Luciano Picanco, Shelia Hallman-Warner, Ayla Mathias, Jacob Carey, Guillermo Cortes Lopez, Lorenzo Panariti, Melissa Haye, Anthony Brehm, Julia Rahman, Jayme Hamilton, Ignacio Pulido, and Giorgi Detashvili.

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

Because Mr. Perkinson was unable to attend the Board of Governors meeting in person, Reverend Moore called the meeting to order at 6:30 p.m. and welcomed all in attendance.

Recognition of Men's Tennis Team – Vice Chairman Garry Moore

Reverend Moore recognized the tennis team members present at the Board meeting. He read aloud the BSC Board of Governors resolution recognizing the achievements of the tennis team. Dr. Krotseng presented a copy of the resolution to each team member. (See attached.)

Chair's Remarks – Vice Chairman Garry Moore

Reverend Moore congratulated Coaches Todd Fong and Cole Sulmonetti and the BSC Golf Team on their first USCAA National Championship.

President's Report – Dr. Marsha Krotseng

Dr. Krotseng reported that BSC's most important topic is enrollment. The Census has been filed. Jim Schlimmer, Director of Admissions, will discuss later in this meeting the actions underway to improve enrollment.

Dr. Krotseng stated that on campus housing is of crucial importance for BSC. Potential ways to finance the housing project include New Market Tax Credits (NMTTC)

and a USDA loan. Dr. Krotseng has met with the Bluefield City Board and received a letter of support from the Board for the residence hall project.

Dr. Krotseng, members of her staff, and New Market Tax Credit representatives met with the Chancellor and his staff on October 14. BSC is the first West Virginia higher education institution to go through this process, and the Chancellor's Office supported continuing to proceed with the NMTC process. Discussion followed. All Board members are welcome to attend a NMTC seminar that will be held in Bluefield on November 11, 2016.

A Task Force on Building Revenue, chaired by Jeff McFadden, has had multiple meetings. Included in this Task Force are faculty and staff representatives from all five schools.

Dr. Krotseng also noted a number of upcoming events on campus and invited Board members to attend.

BSC Faculty Presentation – Dr. Luciano Picanco

Dr. Picanco, Chair of the Faculty Senate, expressed thanks to the Board of Governors for the opportunity to make a presentation. The faculty presentation had two objectives: first, to show the faculty position in favor of cooperation and dialogue. Secondly, to share their main concerns including: the institution's 'Plan B' for the future, status of the Provost position, transparency (inclusiveness and openness of information), finances and budget, spring enrollment, how and when open sessions of the Board will be implemented, and faculty raises. In concluding, he requested that the College not forget the plurality of subjects, and that non-STEM subjects are also important.

Approval of Minutes of August 30, 2016 Meeting

The first action item was approval of the minutes from the August 30, 2016 meeting. Mr. Perdue made a motion to approve the minutes from the August 30, 2016 meeting. The motion was seconded by Ms. Guyton. The motion carried.

Financial Report and Update – Ms. Shelia Johnson

Ms. Johnson reported on the finances and current cash on hand. She also commented on the USDA loan and New Market Tax Credits being pursued for the residence hall project. Discussion of the project followed.

Proposed Amendments to the BSC Board of Governors Bylaws

The proposed amendments to the BSC Board of Governors Bylaws were presented in the Board packet for consideration and approval. Dr. Mirsky made a motion to approve the Bylaws as written with the incorporation of the proposed amendments. Ms. Guyton seconded the motion. The motion carried.

Approval of BSC Board of Governors Governance Policy Manual

The BSC Board of Governors Governance Policy Manual was presented in the Board packet for consideration and approval. Mr. Perdue made a motion to approve the Policy Manual as presented. Ms. Guyton seconded the motion. The motion carried.

Approval of HEPC Compact Report – Dr. Tracey Anderson

Dr. Anderson asked the Board of Governors if they have any questions with regard to the HEPC Compact Report. This report is a culmination of all the Board reports she submits each time. The Board of Governors must approve this HEPC Compact Report before Dr. Anderson can submit it. Vice Chairman Moore made a motion to approve the Compact as submitted. The motion was seconded by Mr. Kantor and Mr. Buzzo. The motion carried.

Progress on Dashboard Indicators Report – Dr. Tracey Anderson

Dr. Anderson presented a dashboard of key indicators based on discussions the Board had in the AGB governance workshops. She stated that she can provide this data annually and requested that the Board please let her know if they would like to see anything differently.

Enrollment Update – Dr. Jo-Ann Robinson

Dr. Robinson discussed the student profile analysis. The total number for fall as of the October 15 Census Date is 1,362. In addition to building recruitment, BSC also must increase retention. Dr. Tammy Ferguson has brought broader attention to awareness and what BSC can do to retain students since she started as BSC's Retention Specialist in July. A series of webinars has been scheduled for faculty and staff. There has been increased use of the Early Alert Program.

Presentation of Admission Plan – Mr. James Schlimmer

Mr. Jim Schlimmer, Director of Admissions and Enrollment Services, presented the BSC Admission Assessment and Plan for 2017 and beyond. An overview of the presentation included the following topics: a review and assessment of the Admissions Process, presentation of a plan for Fall 2017, presentation of a plan for Spring 2017, discussion about how Admissions is progressing with the plans, and an Action Plan for the campus.

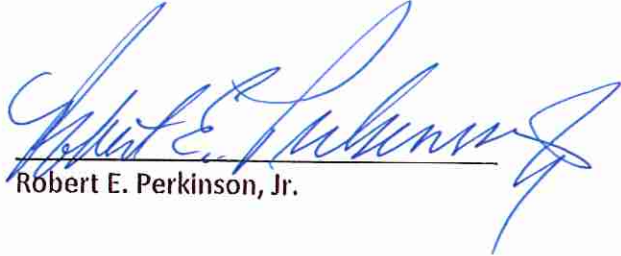
The goal for next year is 322 new students. Steps are being taken to address the downward enrollment trend line. Plans for Fall 2017 include the following: 1,329 applications, accept 500-539, enroll 322. Mr. Schlimmer mentioned strategies such as purchasing lists of names; increasing campus visits; awarding financial aid earlier; increasing college fair attendance, including HBCU fairs; and promoting BSC's quality.

Dr. Mirsky asked if Mr. Schlimmer will be involved in the recruitment of international students. Mr. Schlimmer stated that it had not been discussed yet.

Adjournment

Mr. Perdue made a motion to adjourn the Board meeting. The motion was seconded by Ms. Guyton. The motion carried. The meeting adjourned at approximately 8:25 p.m.

Respectfully submitted,
Sara Anderson



Robert E. Perkinson, Jr.