

**BOARD OF GOVERNORS  
BLUEFIELD STATE COLLEGE  
February 18, 2016**

**MINUTES**

**Members Present:** Reverend Garry Moore, Bob Buzzo, Harold Wells, Dreama Denver, Dr. Norman Mirsky, Deirdre Guyton, Jerry Perdue

Board of Governors Members attending the meeting via conference call: Robert E. Perkinson, Jr., Lois Manns, Anne L. Taylor Lantry, Norris Kantor, Esq., Jennifer Douglas

**President's Staff:** Dr. Marsha Krotseng, Jim Nelson, Dr. Tracey Anderson, Betty Carroll, Jonette Aughenbaugh, Dr. Jo-Ann Robinson, Dr. Larry Conner, Tom Cook, Shelia Johnson

**Guests:** Darrel Malamisura, Ayla Mathias, Jelena Jevtic, Jon Thompson, Hannah Jordan, Amanda Matoushek, Mike Ryan, Greg Breeding, Mike Johns, Sara Doyle, Carolyn Kirby, Lisa Bennett

**Welcome and Call to Order**

Vice Chairman Garry Moore called the meeting to order at 6:35 p.m. in Conley Hall, Room 201, Boyd Conference Room and welcomed all in attendance.

Dr. Krotseng introduced Ms. Sara Anderson as the new Executive Coordinator to the President and welcomed her to Bluefield State College.

Ms. Dreama Denver was given the Oath of Office and sworn in as a new Board member.

**Vice Chair's Remarks: Vice Chairman Garry Moore**

The first actionable item to come before the Board of Governors was the approval of March and May 2016 meeting dates. Vice Chairman Moore asked if there was a motion to approve the March and May 2016 meeting dates. Dr. Norman Mirsky made a motion to approve the March and May 2016 meeting dates. The motion was seconded by Mr. Bob Buzzo. The motion carried.

Vice Chairman Moore commended Dr. Krotseng for keeping abreast of the legislative activity occurring in the Senate and the House. Also, she was commended for her efforts in keeping the College community updated with the most current information concerning pending legislation. Of particular concern is the budget reduction that has occurred in the past four years. Moore stated that Bluefield State College is one of the best colleges in the State of West Virginia, and that we need to be evangelists for the school in these difficult times.

### **Communications Plan Update – Mr. Jim Nelson/Dr. Jan Czarnecki with Journey Group**

Mr. Jim Nelson turned this portion of the meeting over to Journey Group. Mr. Greg Breeding, Co-Founder and President of Journey Group, began the presentation, explaining that one is making a promise to constituents with brand identity. In the course of this process, Journey Group has learned the legacy of Bluefield State College.

Mr. Thompson explained that the goal of this collaboration is to create a unified visual expression of the Bluefield State College brand into a consistent look that distinctly and appropriately reflects the institution.

The presentation included core messaging, the story told by messaging from words, and a word cloud. The cloud included the following words and ideas: purpose, opportunity, community, family, and a personal invitation to experience a mentor relationship. Bluefield State College provides practical education that works. Mike Ryan, Creative Director at Journey Group, shared the creative process as it relates to design. Everything happened within a nine month period of time. One of Journey Group's favorite quotes was from a BSC senior who said he would like to stay one more year.

Most institutions of higher learning have an academic seal and a popular logo. At Bluefield State College the popular logo is the college seal. Journey Group reports that this is rare. They presented designs for a new popular logo developed through much open discussion with the campus. With regard to athletic branding, two sets of logos were presented. One is the blue devil; the other is B-State. A brand guideline will be submitted and laid out over the next month.

Chairman Robert Perkinson, Jr. commented that the branding is a result of collaborative input of everybody on campus. Everybody participated. This effort represents a wonderful coming together of students, faculty, and staff. Mr. Perkinson commended Journey Group for their work.

A motion was made by both Vice Chairman Moore and Mr. Jerry Perdue to approve and go forward with the work completed by Journey Group. The motion was seconded by Ms. Deirdre Guyton. The motion carried.

### **Auditors Report for FY 2015 – Ms. Shelia Johnson with Auditing Team**

Ms. Johnson commended Ms. Sara Doyle of the Auditing Team for her hard work and her team's professionalism during this process. At this point, Ms. Johnson turned the meeting over to Sara Doyle and Mike Johns. Mike Johns of CliftonLarsonAllen LLP walked the Board members through the audited financial statements and highlighted important points. Discussion followed.

Dr. Norman Mirsky requested that the Finance and Audit Committee look at page ten and further investigate why the amount of money for instruction for academic support decreased and institutional support increased. He requested that the Committee report back to the group at the next Board meeting as to why there is a decrease in institutional academic areas.



### **Categories of Personnel – Ms. Jonette Aughenbaugh**

Ms. Aughenbaugh explained the three primary categories of personnel: faculty, classified staff, and non-classified staff. The definitions for each category are codified, and they were included in the handout distributed by Ms. Aughenbaugh (see attached). With regard to non-classified employees, a twenty-five percent ratio of that classification of employees is permissible by law. The Bluefield State College ratio is twenty-one percent. As there were no questions from the group, Ms. Aughenbaugh concluded her report.

### **Approval of the Minutes of the December 10, 2015 Meeting**

The next actionable agenda item to be undertaken by the Board was approval of the minutes from the December 10, 2015 meeting. Dr. Krotseng and Ms. Anderson will have a conversation about how the minutes are to be recorded for future meetings.

Ms. Deirdre Guyton made a motion to approve the minutes. The motion was seconded by Mr. Jerry Perdue. The motion carried.

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

Dr. Krotseng distributed a handout of the President's Report (see attached). She reported that there was much activity that has been going on in the President's Office, a summary of which can be reviewed in the right-hand column of the handout. She pointed out two significant topics: the market demand study for housing (part of the Master Planning process) and recent legislative activity. Discussion followed regarding the specific bills the Legislature is considering.

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

Ms. Shelia Johnson reviewed the financial updates from December 31<sup>st</sup>. State appropriations were reduced by about \$232,000, and this was taken from the third quarter allocation.

For the last few years, The Home Depot has offered grants. Bluefield State College is applying for these grants again this year. The primary focus will be improving the patio of the student center. Ms. Johnson requests that everyone please vote. The deadline for grant applications is next week. Ms. Dreama Denver offered to promote the challenge on Little Buddy Radio.

### **Recommendation on Policy 42: Hiring – Ms. Jonette Aughenbaugh**

The next actionable item for consideration by the Board was Recommendation on Policy 42: Hiring. Ms. Jonette Aughenbaugh requested that the Board of Governors return the policy back to the institution for further review by College Council. A motion was made by Mr. Perdue to return the policy back to the institution. The motion was seconded by Ms. Deirdre Guyton. The motion carried.

**Faculty Statement – Dr. Norman Mirsky**

Dr. Mirsky reported that the Faculty Senate has decided to stick by what they have sent the Board. They are willing to meet with the Board of Governors when convenient.

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

Dr. Tracey Anderson reported on progress toward the Strategic Plan, including activities at Stevens Correctional Facility in Welch, the HSTA event on campus in May, and the Biomedical Club's work with McDowell County science students, culminating with a science day on campus in April.

**Progress on Enrollment and Retention – Dr. Larry Conner/Dr. Jo-Ann Robinson**

Dr. Jo-Ann Robinson reported on activities relating to the recruitment of new students. Dr. Robinson stated that she would wait until March to provide the official enrollment for Spring. She discussed outreach efforts, including a new initiative called Freshmen Frenzy that will be held on April 1<sup>st</sup>. Students will participate in financial aid workshops, literacy initiatives, and there will be a 'Picture Yourself at Bluefield State College' photo booth.

With regard to retention, an early alert system is up and running with 154 e-mail reports. Dr. Robinson and staff are working to engage more faculty members. She also discussed tutoring, outreach to current students, College Goal Sunday coming up on February 21<sup>st</sup>, and engaging and connecting students with people and activities. Dr. Mirsky inquired about transfer and international students, why there is a decline in these numbers. He also asked if there is anything being done to get more transfer and international students. Dr. Robinson noted some of Dr. Jamkhandi's recruitment efforts. However, we cannot give them scholarships unless they are athletes.

At this time, Dr. Larry Conner presented his report on enrollment and retention. Bluefield State College has a strong faculty and strong programs, and we need to build interest in that. There is early alert, through which students who are having academic difficulties are notified. Dr. Sarita Rhonemus is BSC's new director at the Erma Byrd Center. We need to present an active presence of Bluefield State College at that site.

Dr. Conner has been working with Dr. Robinson to develop a week long program where invitations would be extended to secondary schools to offer them a chance to visit the Bluefield State College campus and engage in on-campus activities. Vice Chairman Moore commented that in May only 38% of the county that is college eligible have actually filled out the FAFSA form. Engagement is important. We do have three memoranda of understanding with Russia, Taiwan, and Liberia respectively.

**Consent Agenda**

Mr. Jerry Perdue made a motion to approve the Consent Agenda as submitted. The motion was seconded by Ms. Anne L. Taylor Lantry. The motion carried.

Ms. Lantry commented that she knew of a student group that will be traveling to DC in the near future. They are welcome to stay with her or stop by, and the faculty has her contact information. Dr. Krotseng thanked her for the invitation.

It was decided that the Boyd Conference Room will be the venue for the next Board of Governors meeting on March 17<sup>th</sup>.

With no further business to discuss, the meeting adjourned at 8:37 p.m.

Respectfully submitted,  
Sara E. Anderson



Robert E. Perkinson, Jr.