

Executive Committee Meeting Minutes

Date: Thursday, October 23, 2025
Time: 3:39 PM
Location: Boyd Conference Room, Conley Hall

Members Present: Mr. Bill Cole, Ms. Cathy Deeb, Mr. Randy Price

Virtual: Mr. Charlie Cole (Chair)

Guests: Dr. Darrin Martin, President; Mr. Brent Benjamin, General Counsel; Mr. Josh Grubb, Chief of Staff

1. Call to Order:

Mr. Charlie Cole called the meeting to order at 3:39 PM in the Boyd Conference Room.

2. Updates by the President – Dr. Darrin Martin

President Martin provided comprehensive updates across key university areas as follows:

- Admissions and Enrollment – Bluefield State’s enrollment continues trending upward. Fall 2025 census reflected 1,416 students, representing an increase of approximately 8%. The university’s new CRM recruit system is performing well and has improved yield rates and communication automation.
- Policy Manual – Progress continues on a full review and modernization of the University Policy Manual to align with the new strategic plan. Draft revisions are underway for policies related to HR, Finance, and Student Affairs with legal counsel assisting in compliance checks. Dr. Martin is asking the Board to review the policy manual and discuss any possible changes at the November 6 Board of Governors meeting.
- Strategic Plan – The 2025-2030 strategic plan is nearing completion. Dr. Martin acknowledged the Strategic Planning Committee and the Board for their input. The plan will be presented for final adoption at the November 6, 2025 Board of Governors meeting. Cabinet members are now identifying responsible parties for implementation metrics.
- WV BOG Summit – Dr. Martin noted that there is an upcoming BOG Summit sponsored by WVHEPC. The following Board of Governors members are scheduled to attend: Ms. Cathy Deeb, Mrs. Rebecca Peterson, Mr. Randy Price, and Mr. Tim McKenzie. Dr. Darrin Martin and Mr. Josh Grubb will also attend.
- Committee Reports Review and Next Steps - Committee meetings throughout the week covered athletics, enrollment, student life, and budget updates. The Executive Committee reviewed these reports to prepare the agenda for the full Board of Governors meeting in November. Mr. Charlie Cole commended the committee chairs for the depth and clarity of their discussions.

- WV Education Committee Visit – Dr. Martin reported that the West Virginia Legislative Education Committee plans a visit to campus on November 3. The Committee will visit Dickason Hall to hear from the Education Department and the College of Engineering. They will do a tour of the campus and will also visit the Medical Education Center to hear from the College of Nursing and Health Sciences. The agenda will include enrollment initiatives, campus expansion, and student success programming. Staff are preparing briefing packets and campus tour materials.
- University Housing Plan – President Martin, Mr. Brent Benjamin, and Mr. Josh Grubb discussed various housing options with the Committee. After all cottages are online (except Cottage F), approximately 35 students will remain in overflow housing at the Quality Inn. The University anticipates needing approximately 100 overflow beds in Fall 2026 if retention and enrollment goals are met. They discussed possibly arranging a longer -term agreement with Quality Inn for a better rate. Board Chairman, Mr. Charlie Cole, shared that the University should be prioritizing short-term housing needs. The Committee discussed Building I at the MEC as an option, and Mr. Bill Cole suggested prioritizing that plan as soon as possible to either move forward or rule it out as an overflow housing option. The Committee also discussed Cottage F, which was also discussed during the Facilities Committee meeting. The President agreed to share an update on Cottage F, the housing plan, and any progress made toward the short-term plan during the next BOG meeting on November 6.

3. Executive Session

- Executive Session – Mr. Charlie Cole entertained a motion to enter Executive Session for the purpose of discussing personnel, legal, and real estate matters. A motion was made, seconded, and approved. The committee entered Executive Session at approximately 4:52 PM. Upon returning to open session, Mr. Charlie Cole noted that no formal actions were taken during Executive Session.

4. Adjournment

There being no further business, the meeting was adjourned at approximately 5:32 PM.