

MINUTES
WEST VIRGINIA UNIVERSITY PARKERSBURG
BOARD OF GOVERNORS
October 22, 2024

A regular meeting of the WVU Parkersburg Board of Governors was held on Tuesday, October 22, 2024, in the Francis & Nina Phares Board Room of WVU Parkersburg and via Zoom video conferencing, beginning at 3:15 p.m. Board members present were: Joe Oliverio, Blaine Hess, Savannah Morgan, Stephanie McCoy, Ami Shaver, Vasanth Ananth, David Bowles, Jared Decker, Scott Seese, Andrew Walker, Cody Irick and Isabella Hileman. Others present included Dr. Torie Jackson and Lauriel Rader.

Guests present included administrators, faculty and staff.

1. Call to Order

Mr. Oliverio, Chair of the WVU Parkersburg Board of Governors, called the meeting to order.

2. Roll Call

Roll Call was taken by Lauriel Rader, Secretary to the Board of Governors, noting that a quorum was present.

3. President's Report

President Jackson delivered the following report:

I've had the opportunity recently to speak at several local engagements - including the keynote at the Wood County Development Authority's annual meeting. That was a great opportunity to tell people about the Innovation and Technology Center - AND - to kick off our \$9 million capital campaign.

I also was able to speak at the National Association of Community Colleges for Entrepreneurship annual meeting. I wanted to share a bit of that presentation with you.

(Dr. Jackson showed a short video.)

So, I did get to introduce Sam Thevanayagam, president and CEO at Parts Life, Inc. in New Jersey and Pennsylvania. He spends his life helping immigrants and many others have good jobs and opportunities. He believes that you can change the world with the approach of "yes, and" and with design thinking. He could be a community college president with that attitude.

Talking to Sam was like having a conversation with my dad. And I'll restate what he said that made such an impact. He asked me if I wanted to leave West Virginia. I told him I planned to stay in the community that had already blessed me and do my best to enhance it.

“If you stay where you are supposed to stay and do what you are supposed to do, your work will have an anointing and you will see the blessings of it.”

It’s true that I love being a community college president. And, today, I’ll tell you why through an analogy with the movie *Grease*. After all, I am the “good” Sandy today. My counterpart later in the movie is displayed by Olivia.

The lyrics in *Grease* often center on themes of transformation, identity, and personal growth - just as a community college serves and uplifts its community.

"You're the One That I Want": (ooh, ooh, ooh) This song could represent the idea that a community college tailors its programs to meet the needs of local students, providing exactly what they want and need to succeed in their careers and personal development. The "one" symbolizes how the college helps individuals find the right path or career to pursue. And, of course, at WVUP we help them succeed in short-term automotive programs and in degree-paths for cosmetology. We don’t have to worry as much about beauty school drop outs.

"Grease Lightning": This song celebrates power, innovation, and excitement, which could relate to how a community college empowers students with new skills and knowledge. The "lightning" shows the impact a well-prepared student can have on the community through rapid change and innovation. This lightning can also represent the impact WVUP can have on its community. In a recent study by Lightcast, it revealed that the economic impact of this college is \$178.6 million and that one out of every 29 jobs in our region is supported by a WVUP student or alumni.

"We Go Together": This song is about unity and friendship, echoing the sense of community that community colleges foster. The line "we're in this together" reflects how the college and its students, staff, and local businesses work together to uplift the entire community. We can see this by our partnership with the Innovation and Technology Center. We have two images shared with the Wood County Development Authority at the annual meeting to show the outside of the future Workforce and Economic Development center for WVUP, and the reception area. This portion of the center will be able to open in Fall 2025 - in less than one year!!!

Overall, the themes in *Grease* speak of achieving more, which is exactly what WVU Parkersburg does by helping individuals develop skills and knowledge, leading to a stronger, more capable community. And this, governors, ensures that “the power we’re providing, it’s electrifying” and that makes me WVU Parkersburg proud.

4. Approval of Minutes

Chairman Oliverio stated the minutes from the Regular Board meeting of August 27, 2024, are submitted for review. With no corrections to be made, minutes are approved as submitted.

5. Committee Reports

- Executive Committee

Chairman Oliverio reported, students completed their midterms for the semester and on November 4th, students will start to register for their Spring semester classes. Commencement will be on December 14th, at 2:30 p.m., with guest speaker Keith Burdette. Olivia Reeder received a recognition from West Virginia Living, as West Virginia's Wonder Woman. The WVU Parkersburg Foundation is currently sponsoring a Capital Campaign and there will be a major push in the springtime for this campaign. The Legislative Interims were on campus in September and received very positive feedback. We received a \$200,000 grant for EMS services, that will cover some equipment costs. Enrollment update; We are very pleased with enrollment numbers for this semester. They are 2,751. President Jackson set an enrollment goal for the college to reach 2,500 students for the past two years. It sounds like the staff is willing to meet these enrollment goal challenges. Headcount for Early College was 871 and our freshman class is 410, which is up from the freshman class from a year ago. Facility updates; the JCC Campus is a little behind schedule, due to contracting issues. McKinley and Pickering are working on the outdoor event center. At the Caperton Center, the architect work is complete and waiting to go to bid. At the ITC, all the asbestos has been abated. Roofs are almost complete. The inside work is about to go to bid. The ITC is still set to open in phases beginning in August of 2025.

- Academic and Student Services Committee

Mr. Blaine Hess reported that the Academic and Student Services Committee received an update for a website reveal from Jeremy Harrison, Media Production Specialist. The new website went live last Thursday at 10:00 p.m. The website is not only used for marketing, it's also a work site for students, staff and faculty, with various portals that are used regularly. The website also offers access to a calendar of events, BOG Policies, Answer Book Policies, information on our HLC Accreditation and various other informational items. One reason for the update to the website is to make sure we were compliant with all of the civil rights information that we need to have posted. The new website offers many languages with the click of one button. Currently all departments are taking time to review the pages associated with their department to make sure they are accurate and up to date. The new website is very well organized, sharp and clean. Kudos to Jeremy and all those who helped get the new website up and running.

- Administrative Services Committee

Ms. Savannah Morgan reported that the Administrative Services Committee received an update from Olivia Reeder on the upcoming marketing changes. The department includes student interns. Utilizing their knowledge base, they wanted to see what Gen Z is looking for when it comes to marketing. The group worked together to create a video production to apply for a grant. Ms. Reeder shared the media assets used were on billboards, radio, social media, print and our "Achieve More" campaign. Working with the recruiting team, they uncovered that the data shows that we need to start recruiting by the eighth grade, because high school

students already have some sort of perception of their local colleges. Instead of offering the usual tours of the middle schools, they are working on creating a new program on six areas of academics. Each area will focus on building or doing something that is very involved with the students, as well as making a positive experience for the students. The plan for Spring 2025 will start with two of the local middle schools, Van Devender and Ritchie County, to see how it goes for the year. Hopefully, in the future, we can offer this to more schools. Ms. Reeder shared the following additional announcements; the Foundation held a golf tournament. We started some new alumni initiatives. The Oakland estate is part of the Holly Trail this year. We discussed civic engagement, presidential scholarships and Leadership Academy. We also discussed the Innovate Campaign, the \$9 million capital campaign that was kicked off at the Wood County Economic Development Board meeting and annual dinner.

6. Information Items

- Fiscal Update
Mr. Bradley Wilson, Director of Financial Analysis & Institutional Research, CFO, provided a detailed report on the budget summary as of month ending September 30, 2024. There were no questions from the members.
- Policy Recension D-10 “Student Academic Rights”
Dr. Torie Jackson, President, shared an update on the recension of the Board of Governors policy D-10, Student Academic Rights. Dr. Jackson reported that no substantive comments were received.

On September 19, 2023, the WVU Parkersburg Board of Governors approved an update to Policy D-47, “Student Academic Rights and Responsibilities.” These updates referenced any necessary changes to rights, responsibilities, and the processes used for penalties, hearings, and appeals for anyone who violates those responsibilities. Examples of violating those policies include cheating and plagiarism. The Policy D-10 for “Student Academic Rights” is now considered to be rescinded.

This policy proposals will be submitted to the Chancellor of the WV Council for Community & Technical College System for final approval.

- Policy Update A-56 “West Virginia Freedom of Information Act”
Dr. Torie Jackson, President, shared an update on the Board of Governors policy A-56, West Virginia Freedom of Information Act. Dr. Jackson reported that no substantive comments were received.

Updates to Policy A-56 “West Virginia Freedom of Information Act” include additional language to define terms such as “custodian” and “public body,” as well as the process for public accessibility of documents and the college’s response to such requests. This policy also references more detailed instructions

as noted in the WVU Parkersburg Answer Book Policy VII-8 “Procedure Regarding Freedom of Information Act Requests.”

This policy proposals will be submitted to the Chancellor of the WV Council for Community & Technical College System for final approval.

- Policy Update B-55 “Employee and Family Tuition Fee Waiver Program”
Dr. Torie Jackson, President, shared an update on the Board of Governors policy B-55, Employee and Family Tuition Fee Waiver Program. Dr. Jackson reported that no substantive comments were received.

Updates to Policy B-55 “Employee and Family Tuition and Fee Waiver Policy” includes language changes to verify that the program is a “last dollar in program,” so that employees to apply for other financial aid first. In addition, this policy adds in step children to the employee family, and also allows employees or their children or spouses to be approved to take transient courses at WVU Parkersburg if they are degree-seeking at another institution. Furthermore, the definition of “making academic progress” is clarified to meet federal and state guidelines, and to be in alignment with Answer Book Policy VI-10A “Standards of Satisfactory Academic Progress for Financial Aid Recipients.”

This policy proposals will be submitted to the Chancellor of the WV Council for Community & Technical College System for final approval.

- Policy Update E-42 “Procurement and Purchasing”
Dr. Torie Jackson, President, shared an update on the Board of Governors policy E-42, Procurement and Purchasing. Dr. Jackson reported that no substantive comments were received.

Updates to Policy E-42 “Procurement and Purchasing” continue to ensure uniformity in procurement and purchasing processes, adherence to sound business practices; reduction of costs of materials, equipment, and services; and compliance with the West Virginia Governmental Ethics Act. In addition, this policy makes a reference to following all state policies, as well as the procurement handbook of the West Virginia Higher Education Policy Commission and the purchasing rule of the West Virginia Council for Community and Technical College Education. This policy is a reference to the WVU Parkersburg Answer Book policies, which outline the procedure for purchasing. Those three polices – VII-09 “Purchase Card Procedures,” VII-10 “Purchasing Procedures,” and VII-10A “Receiving Procedures” – were all updated in September 2023.

This policy proposals will be submitted to the Chancellor of the WV Council for Community & Technical College System for final approval.

7. Action Items

- Approval of Board of Governors Policy updating the process for keeping records regarding prior felony or sexual offenses of students (Policy D-53)

Dr. Torie Jackson, President, presented to the Board the resolution for approval of the Board of Governors Policy updating the process for keeping records regarding prior felony or sexual offenses of students. Dr. Jackson reported the current Policy D-53 for “Campus Participation of Students with Felony and Sexual Offense Records” regulates the participation of students with felony and sexual offense convictions in academic and extracurricular activities and provides faculty and staff with a procedure for reviewing the appropriateness of student participation in academic activities without violating student privacy. This policy was last updated in 2006.

Updates to Policy D-53 include an update of state code references, enhances the explanation of the effect of an applicant’s criminal record based on the nature of the offense(s) and any potential risk posed to the institution by the admission of the applicant, and clarifies language for record keeping and record access. It also removes the requirement for the college to have a link to the sex offender registry on the website, which is not a state code requirement.

A notice of proposed rulemaking will be issued proposing the revision of these policies in regards to Freedom of Information policies. If no substantial comments are received during the 30-day comment period, these policy proposals will be considered approved following the comment period without further action by the Board of Governors. Upon approval by the Board of Governors, these policy proposals will be submitted to the Chancellor of the WV Council for Community & Technical College System for final approval.

After review and discussion, Mr. Ananth moved to approve the following resolution:

Resolved, that the West Virginia University at Parkersburg Board of Governors approve an update to the Board of Governors policy D-53 “Campus Participation of Students with Felony and Sexual Offense Records”

Mr. Hess seconded the motion. Motion passed.

- Approval of Board of Governors Policy Updating the policy for bookstores and textbooks to also add open educational resources (Policy E-48)

Dr. Torie Jackson, President, presented to the Board the resolution for approval of the Board of Governors Policy for bookstores and textbooks to also add open educational resources. Dr. Jackson reported the current Policy E-48 for “Bookstores, Textbooks, and Open Educational Resources” does not have the words Open Educational Resources (OER) in its title. The purpose of the policy is to ensure appropriate, high quality, and affordable Educational Materials are selected for courses by the college. This policy was last updated in 2006.

Updates to Policy E-48 include the addition of OER, including availability, costs savings and affordability, support for faculty and staff, and sustainability and innovation. The addition of OER as an option reduces the financial burden on students and fosters an innovative learning environment. This update also defines “Educational Materials” as including textbooks, articles, videos, open educational resources, and other resources.” In addition, this update also reflects the college as the manager of the bookstore. The edits also include the removal of section 4, which is copied from code and is unnecessary as the code is referenced and may be updated more frequently than policy. Also in following with state policy, this update changes the name of the “Textbook Affordability Committee” to the “Educational Resources Affordability Committee” as is reflected in state code. The BOG will have an annual update on Educational Resource Affordability in a committee meeting from the Executive Director of Finance and Administration, who oversees the bookstore. Additionally, the required provisions are reflective of current practices.

A notice of proposed rulemaking will be issued proposing the revision of these policies in regards to Freedom of Information policies. If no substantial comments are received during the 30-day comment period, these policy proposals will be considered approved following the comment period without further action by the Board of Governors. Upon approval by the Board of Governors, these policy proposals will be submitted to the Chancellor of the WV Council for Community & Technical College System for final approval.

After review and discussion, Ms. Morgan moved to approve the following resolution:

Resolved, that the West Virginia University at Parkersburg Board of Governors approve an update to the Board of Governors policy E-48 “Bookstores, Textbooks, and Open Educational Resources”

Ms. McCoy seconded the motion. Motion passed.

- Approval of Board of Governors Policy updating the policy for management of facility master plans and capital projects (Policy E-52)

Dr. Torie Jackson, President, presented to the Board the resolution for approval of the Board of Governors Policy updating the policy for management of facility master plans and capital projects. Dr. Jackson reported the current Policy E-52 for “Capital Spending” is established to present guidelines, delegate authority, and assign responsibility for the governance of the capital planning and management activities of WVU Parkersburg. This policy also governs the acquisition of facilities, real property, and capital equipment by purchase, lease or lease-purchase. This policy was last updated in 2009.

Updates to Policy E-52 includes the change of a required 10-year facility master plan to a Campus Development plan. The WV Legislature repealed the 10-year

facility master plan requirement in 2019 and replaced it with the updated Campus Development plan. These plans are then approved by the BOG and forwarded to the West Virginia Community and Technical College System Council. WVU Parkersburg will be doing an updated Campus Development plan in Spring 2025.

A notice of proposed rulemaking will be issued proposing the revision of these policies in regards to Freedom of Information policies. If no substantial comments are received during the 30-day comment period, these policy proposals will be considered approved following the comment period without further action by the Board of Governors. Upon approval by the Board of Governors, these policy proposals will be submitted to the Chancellor of the WV Council for Community & Technical College System for final approval.

After review and discussion, Mr. Hess moved to approve the following resolution:

Resolved, that the West Virginia University at Parkersburg Board of Governors approves an update to the Board of Governors policy E-52 “Capital Spending”

Mr. Ananth seconded the motion. Motion passed.

- Approval of Two New Programs: BAS Integrated Marketing Communication and AAS Integrated Marketing Communication

Dr. David Lancaster, Executive Vice President for Academic Affairs, presented to the Board the resolution for approval of two new programs: BAS Integrated Marketing Communication and AAS Integrated Marketing Communication. Dr. Lancaster reported, due to changes in industry standards and low program enrollment in Communication and Media Studies programs, it has become necessary to restructure. Offering an AAS and a BAS Integrated Marketing Communication (IMC) degree option is supported by community partners. IMC provides a well-rounded skill set that will allow students multiple opportunities upon completion. Courses are realigned to meet industry changes in technology, news reporting, and social media standards.

The attached programs of study have been approved by the College-wide Curriculum Committee, the Executive Vice President for Academic Affairs, and the President.

After review and discussion, Mr. Seese moved to approve the following resolution:

Resolved, that the West Virginia University at Parkersburg Board of Governors approves the following programs: Bachelor of Applied Science in Integrated Marketing Communication and Associate of Applied Science in Integrated Marketing Communication

Ms. Shaver seconded the motion. Motion passed.

- Addendum Item - Approval of one new program: CAS Esthetics
Dr. David Lancaster, Executive Vice President for Academic Affairs, presented to the Board the resolution for approval of one new program: CAS Esthetics. Dr. Lancaster reported: Esthetics is a 2-semester program that offers the student a Certificate of Applied Science that specializes in skin care. It is a 600-clock hour program that teaches the student skin care, waxing and makeup artistry. We are called the WVUP School of Cosmetology and Esthetics so the need for the program is to live up to our name. There is also a demand for estheticians in the spa and medical setting.

The program of study has been approved by the College-wide Curriculum Committee, the Executive Vice President for Academic Affairs, and the President.

After review and discussion, Ms. Morgan moved to approve the following resolution:

Resolved, that the West Virginia University at Parkersburg Board of Governors approves the following program: Certificate of Applied Science in Esthetics

Ms. McCoy seconded the motion. Motion passed.

8. Board Comments/Announcement

Chairman Oliverio thanked Javier Santelices for sharing his story about the peppers and his food truck. "This makes us WVU Parkersburg Proud." Chairman Oliverio shared that Commencement will be on Saturday, December 14, 2024. The Board Members were encouraged to attend if possible.

9. Next Meeting

Chairman Oliverio shared the next meeting will be held January 7, 2025. (This meeting was originally scheduled for January 21, 2025.)

10. Adjournment

With no further business to be discussed, Chairman Oliverio adjourned the regular meeting of the Board of Governors.

Respectfully submitted,

Lauriel Rader
Secretary to the Board of Governors

Joe Oliverio, Chair

Savannah Morgan, Secretary