### OFFICIAL Minutes
#### NORTHERN’S PRESIDENT’S COUNCIL MEETING – January 9, 2013

<table>
<thead>
<tr>
<th>DATE</th>
<th>PLACE: B&amp;O Board Room</th>
<th>CONVENED: 1:00 p.m.</th>
<th>CONCLUDED: 2:20 p.m.</th>
</tr>
</thead>
</table>

| ATTENDEES | Dr. Olshinsky, N. Albert, P. Carmichael, B. DeFrancis, T. Eltringham, J. Fike, A. Frey, D. Hanes, L. Kefauver, M. Koon, S. Lippiello, S. Payton, Dr. V. Riley, Dr. P. Sharma, P. Stroud, C. Sullivan, L. Tackett, and P. Woods |

| EXCUSED | J. Baller |

| MINUTES RECORDED BY | Linda K. Dudash |

| NEXT MEETING | February 13, 2013 |

<table>
<thead>
<tr>
<th>ITEM</th>
<th>DISCUSSION</th>
</tr>
</thead>
</table>
| 1. Marketing Efforts | • Mr. DeFrancis reported on marketing changes. The spring schedule of classes along with a continuing education piece and a piece called *Let’s Get Started*, both typically included in the schedule of classes, were printed in-house rather than published in the newspaper. Northern has decided to market the fall schedule of classes in the same manner. Cost savings were significant with the changes made in marketing; therefore, changes will remain permanent. Community Relations is in the early stages of putting together a *Career Focus* magazine with a target date for the first publication to be in July.  
• Billboards on the industrial and mechatronics programs are up.  
• Northern was contacted to be a sponsor on the TV Grammy Awards Sweepstakes. Two 30-second TV spots have been secured to advertise the College’s technological services.  
• A direct postcard mailing will be done to promote Northern’s affordability. Community Relations is working on a way to include information on transfer programs into the postcard.  
• Hilary Curto is working on a new look for Northern’s home page.  
• Wheeling Chamber of Commerce will host a Vocational-Technical Fair on October 1, 2013 from 8:30 a.m. until noon in the multi-purpose room in the Education Center.  
• Cabinet discussed ways the College can connect with area high schools relative to College Fairs and bringing students into the College. **Dr. Olshinsky will meet with Mr. DeFrancis and Ms. Fike on this item.**  
• A discussion was held relative to the College having a presence on YouTube. **Dr. Olshinsky and Mr. DeFrancis will meet relative to this topic.** |
### 2. Current Performance-based Budgeting
- Dr. Olshinsky reported not much has changed since December regarding performance-based funding. Meetings continue to be held and a draft version is almost finished and ready for review by legislators.
- Up to 5% will be taken out of base budget appropriations and redistributed with this formula.
- Ideas on ways the College can better position itself regarding the performance-based budget may be submitted to Dr. Olshinsky.
- Implementation of the performance-based budget will occur in 2014.

### 3. First Time Student Survey and Graduating Student Survey Results
- Surveys were emailed to Council prior to the meeting.
- Responses received from students relative to early experiences and barriers encountered will aid the College in improving customer service.
- Northern is working toward implementing charges for credit hours over 12 hours.

### 4. Purchasing Procedures
- Mr. Lippiello distributed and explained the College’s purchasing procedure in conjunction with Rule Number NC-5008.
- Only purchase orders with an official signature will be accepted in the Business Office; no stamped signatures will be accepted.
- Contractual agreements may not be entered into before talking to Mr. Lippiello; the state will not honor a contract until Mr. Lippiello has signed off on the contract.
- **Mr. Lippiello will look into how purchases greater than $2,500 apply to marketing.**

### 5. Fee Committee
- Mr. Lippiello asked for volunteers to meet with him to assist in condensing the student fee list. **Those willing to assist Mr. Lippiello in this endeavor are to contact him directly.** Mr. Lippiello would like to schedule the first meeting the first of February.

### 6. Classroom Projectors—Transition
- Mr. Lippiello reported the College is transitioning away from classroom projectors to flat screen TVs. The transition is due to the cost of TVs being less than the cost of replacing projector bulbs.
- It was suggested that IT look into different mounting capabilities and durability relative to the new TVs.

### 7. FY 2014 Budget Update
- Projections for next year’s budget are 3500 FTE. Loss of revenue due to decreased FTE combined with reduced appropriations indicates the College will need to make up $827,000. Numbers are based on enrollment for this year and the standards of progress with spring enrollment playing a part in the mix. **Ms. Fike will get back to Mr. Lippiello the fourth week in January with spring numbers.**

### 8. WVNET Blackboard Agreement
- Mr. Lippiello reported the College has an agreement with WVNET for Blackboard hosting.
- WVNET has agreed to provide 24/7 service to students if they contact WVNET at 1.800.253.1558.
- A link to WVNET will be provided on the portal for access WVNET.
- Mr. Lippiello asked Ms. Woods/others to provide him with a list of concerns WVNET can help students/faculty with.
9. Other

- Ms. Carmichael reported the College is partnering with Bayer Federal Credit Union. Bayer will be putting a link to WVNCC on their site.
- Ms. Carmichael reported Series 53, which is required by SB330, has been rejected at this point.
- Part of SB330 required a review be done of Human Resources departments in the higher education system. Reviews were completed and their findings did not reflect any serious problems in the state of WV. However, there were some best practices and suggestions made for WVNCC. A suggestion was made regarding Chief Human Resource Officers receive more consistent guidelines from the legal office in Charleston.
- Ms. Fike informed Council anyone who sees a suspicious person on campus is to report that person to Ms. Carmichael, Mr. Lippiello, or her.
- Mr. Koon reported the Self-study is out for the accreditation. Any groups wanting to have interview sessions prior to the HLC accreditation visit in March should contact Mr. Koon to schedule a meeting.
- The Self-study is available for viewing on the College web page. (Go to About, Accreditation, 2012-2013 Reaffirmation of Accreditation. Council was encouraged to look at the document that relates to their area before the visit.
- Dr. Olshinsky suggested everyone keep their schedules light from March 4-6 in case the accreditation team wants to visit with anyone.
- Ms. Stroud informed Council the WV Library Commission will celebrate WV’s 150th birthday in 2013. The commission challenges West Virginians to read 150 books during the course of 2013 (either individually or in teams). However, public libraries/institutions can customize the challenge in any way they wish. Ms. Stroud reported Northern will invite employees to submit to her titles of their favorite books. A list will then be compiled and the list will be distributed to employees during National Library Week.
- Black History Month events are being planned for February. Suggestions for ways to celebrate may be submitted to Ms. Payton. Ms. Woods will include Black History events on the student portal.
- **Suggestions relative to changes to the College web page may be submitted to Mr. DeFrancis.**
- 125 employees attended the Active Shooter seminar held on January 14. A survey was taken relative to the seminar with responses from over 80 individuals. The Safety and Security Committee will meet to look at areas needing improvement. Comments will be shared with employees once they have been reviewed and compiled.
  - The Safety and Security Committee will come up with codes that will let employees know if an active shooter is internal or external and what building the shooter is in/around.
- Ms. Sullivan is helping with issues in Student Disabilities until it is determined what will be done with the position left vacant by Ms. Wycherley’s departure from the College.
- Ms. Carmichael informed Council payroll checks may be smaller due to an increase in federal taxes and the end of the FICA tax credit.
- A suggestion was made to schedule a special Faculty Assembly meeting and have Ms. Carmichael attend to address questions and concerns of faculty. **Dr. Sharma is to provide faculty questions to Ms. Carmichael prior to the meeting.**