

**MINUTES  
BOARD OF GOVERNORS MEETING  
WEST VIRGINIA NORTHERN COMMUNITY COLLEGE**

**Thursday, June 20, 2002 — 5:00 P.M.  
B&O Board Room**

A meeting of the West Virginia Northern Community College Board of Governors was held on Thursday, June 20, 2002 in the B&O Board Room.

**1. Call to Order**

Mr. Gilmore called the meeting to order at 5:05 p.m.

**2. Roll Call**

Roll call was taken by Linda Dudash. Members in attendance were: Dr. Darrell Cummings, Tom Danford, Frank E. Gilmore, Anne Dieckmann Harman, Teresa Hemingway, Teri Meeker, and David Robertson. Excused: Brenda Botizan, Jean Holloway, Keith Jones, and Dr. Cathy Sistilli. Participating by phone: Dr. Martha Dean.

Other guests included: Bob DeFrancis, Dean, Community Relations and Institutional Advancement; Pat Henry, Business/Finance Manager; Dr. John H. Jones, Dean, Computer Information and Communications Technology; Mike Koon, Dean, Economic and Workforce Development; and Garnet Persinger, Provost.

**3. Approval of Minutes (May 23, 2002)**

Mr. Danford made a motion to accept the minutes of the May 23, 2002 meeting as presented. Mr. Robertson seconded the motion. Motion carried.

**4. Board Chair Report**

**A. Introduction of Dr. Fred Lambert and Approval of Oglebay Partnership**

Chair Gilmore introduced Dr. Fred Lambert, President, Oglebay Institute. After his introduction to the Board, Dr. Lambert reported on the partnership between Oglebay Institute and WV Northern and reported on college educational endeavors he has worked on this past year with Dr. Hunter, Mr. Koon, and Mrs. Persinger. Proposed programs for initiation in fall 2002 include:

- Mission Ground Troop 21 which will be used as a lab component for both non-science and non-technical students to test scientific methods in the fields and streams of Oglebay Park;
- A curriculum in fine arts at Oglebay Institute to be staffed and taught by the Institute; and
- An introduction to the fine arts where students will learn appreciation in performing, musical, visual, and film arts. Students will also learn to intelligently criticize what is being done in the fine arts. Upon completion of the interim class, an in-depth course in technical theater will be offered.

Mr. Koon reported that the environmental and fine arts programs will be pilot programs. Mrs. Persinger reported that the Academic Affairs Committee has endorsed the concept of the Oglebay/WV Northern partnership.

On behalf of the staff, Dr. Hunter recommended the partnership programs and asked that the Board endorse the partnership. Ms. Harman made a motion to accept the resolution presented to the Board in regard to the partnership with Oglebay Institute. Mr. Danford seconded the motion. Motion carried.

### **B. Board Retreat**

Chair Gilmore reported results of a recent survey to determine a convenient date for the Board Retreat. He stated that the most popular date was September 5 from 3:00 p.m. - 9:00 p.m. Mr. Gilmore recommended that the Board proceed with the September 5 evening session. Dr. Hunter suggested that the Board consider doing a report after the Retreat to submit as part of the NCA Self-Study.

President Hunter will extend an invitation to Chancellor Mullen to attend the Board Retreat on September 5 as well as the legislative interims being held in Wheeling on August 18, 19, and 20.

Linda Dudash will contact the Fort Henry Club as a possible site for the Board Retreat.

Chair Gilmore suggested that several Board meetings be scheduled in Weirton and New Martinsville during the next year. Once dates for those meetings are determined, information will be publicized in local newspapers inviting faculty, staff, and students. Campus tours will be taken during the initial campus visits.

### **C. Board Expectations of President Hunter in 2002-03**

After review of a draft of Board expectations for Dr. Hunter during FY 2002-03, the following suggestions for revision were made:

- Item #4 is to read: Initiate a process geared toward establishing a more challenging academic environment.
- Item#6 is to read: Attempt to identify other partnership opportunities in 2002-03.

Dr. Dean made a motion to incorporate changes in items #4 and #6 of the Board's expectations for Dr. Hunter for FY 2002-03 and accept the expectations of Dr. Hunter as modified. Mr. Danford seconded the motion. Motion carried. (Copy attached.)

Dr. Hunter stated that the Board expectations of him for FY 2002-03 will intersect with strategic goals for the College in the coming year as determined at the "A" Team Retreat of June 20.

Mr. Koon reported for the staff on a brainstorming session held during the June 20 "A" Team Retreat regarding achievements, shortfalls and needs for improvement in the analysis of this past year as well as what the College needs to do to move forward in the next five years.

Strategic goals for WVNCC for FY 2002-03 will be included on the August Board agenda. Discussions will be held with classified staff officers and faculty senate regarding strategic goals for the coming year. A mid-year evaluation will be held to determine where the College stands regarding strategic goals.

Dr. Hunter reported that information and ideas gathered from the June 20 "A" Team Retreat will serve as a guide in drafting the College's Year-End Report. The Board will receive a copy of the report. Trend information on various data for the accountability of the College will be included in the Year-End Report.

#### **D. Hearings and Petitions**

Mr. Gilmore announced that there were no hearings or petitions.

### **5. President's Report**

#### **A. Wheeling Campus Parking**

Dr. Hunter reported that the College has taken a positive direction regarding parking on the Wheeling campus. Discussions have been held with the WVNCC Foundation Board of Trustees regarding purchase of a parking lot to serve the Wheeling campus B&O building. The property, known as the Woloshan lot, is located behind the Wheeling Clinic. Lot capacity is 35 cars. Purchase of the lot in the same manner as when the Foundation funded the CSX property was discussed.

Dr. Hunter reported that the Foundation has agreed to purchase the Woloshan lot for the College, and the College will take on the obligation of the advance (at a rate of six percent) that allows the purchase.

Mr. DeFrancis reported that the Foundation requested that the College ensure that the appraisal of the Woloshan property is within parameters. Brent Altmeyer has been hired by the Foundation to begin the title search on the property. A surveyor has also been hired and the Foundation suggested that a contractor be brought in to check environmental issues. Appraisal of the lot is being done by the Jackson law firm. The Foundation has asked for concurrence of the Board of Governor's Executive Committee that all actions pertaining to the Woloshan purchase meet with their approval. Once everything has been approved and cleared for purchase, the property will be titled to the Foundation. A contract lease will then be made by the Foundation with the State of West Virginia on behalf of the College.

Dr. Cummings made a motion to accept the recommendation to carry out the purchase of the Woloshan property through the Foundation to serve as a parking lot. Mr. Robertson seconded the motion. Motion carried.

An agreement is being negotiated to retain the 16th Street parking lot; however, it would contain a 90-day escape clause--meaning that if anyone offered to buy it during the time of the College's lease, the lot could be sold. However, if the lease on the 16th Street lot is not renewed, an area under the viaduct in direct line with the Hazel-Atlas building is an option being reviewed. Negotiations are being held with the State regarding acquisition of that property.

Discussion entailed regarding better utilization of the 19<sup>th</sup> Street parking lot. Mr. Gilmore requested a list be provided, for review by the Board, of the various parking lots available for WV Northern students, staff, and faculty; number of spaces available in those lots; and who is designated to utilize each lot. Mr. Robertson suggested that when students come for orientation they be given a map of all available student parking lots.

Policy issues regarding parking were presented by Dr. Hunter. On the Wheeling campus, parking areas are designated for faculty, staff, and some areas for students. An alternative is open parking--"first come, first served." Dr. Hunter remarked that if the lease on the 16<sup>th</sup> Street parking lease is not renewed, the lot presently used by faculty (along side the Hazel-Atlas building) would need to be designated as student parking. These issues have been presented to both Classified Staff Council and Faculty Senate.

#### **B. Upcoming Audit**

Dr. Hunter reported on the upcoming audit. Costanzo and Associates have assisted in preparation. Discussion ensued regarding the Deloitte and Touche audit and the cost for the State audit. Mr. Robertson made a motion to authorize President Hunter to speak on behalf of the Board in regard to the allocation of payment for the State audit. Mr. Danford seconded the motion. Motion carried.

#### **C. Facilities Plan/Special Projects for FY 2003**

The Board received an explanation of special project proposals for WV Northern (the same as last year). Although not adopted last year, the projects are still high priority. Dr. Hunter and Mr. Gilmore recently discussed the need for greater alliance with State legislators and the Governor's Office regarding adoption of funds for the projects.

Mr. Robertson suggested that College administration construct a presentation which outlines the unfairness in the allocation process historically and make the presentation in conjunction with Board participation. The presentation could be made to the senators and delegates in the five

counties and to Dan Greathouse. Dr. Hunter informed the Board that he has talked about this issue with Dan Greathouse. Also suggested was to have the Foundation Board and students join in on the presentation.

As part of the Board Retreat, Chair Gilmore suggested an educational session for Board members on the issue reflecting on where the College has been and where it needs to go. The presentation shown to legislators could also be reviewed at the Retreat.

#### **D. Peer Equity Issue**

Dr. Hunter referred to the June 11, 2002 memo to Chancellor Mullen (copies to Board) pertaining to "Policy Issue - Peer Equity" and commented on the process of analyzing the peer equity system derived from SB653. This process will begin soon with NCHEMS. In the meantime the College is developing its own alternative model.

### **6. Staff Reports**

#### **A. WIB & Workforce Development**

Mr. Koon reported that work is continuing with the National Retail Federation so that WV Northern can be responsive to training needs in conjunction with the Wheeling Victorian Mall project.

Development and implementation of the ACT Training Center is in the final stages. ACT is trying to secure a series of national contracts and partner with community colleges around the country. Approximately 1,500 training modules have been purchased and are available through the ACT Center. A grand opening for the Center will be held in July. Mr. Koon stated that WV Northern is the only area college to have a Center of this type.

Mr. Koon reported that the College has made an offer to work with the Workforce Investment Board to help provide them with space on the Weirton campus for a One-Stop Shop. The College is entering into an agreement with WIB for the use of two prime classrooms for this year with the ability to discuss future use. A nominal fee will be charged for use of utilities.

As a result of different contracts awarded by WIB during the year, the College received \$40,000 in funding for customized training.

#### **B. Promotions and Fall Recruitment Campaign**

Mr. DeFrancis reported that the College was given an opportunity to be involved in a program with WTRF to be able to access a national advertising company for its clients. At the expense of Channel 7, Mr. DeFrancis was flown to Dallas to watch the jingle the company came up with

being sung by the people. The fall campaign is based on the "branding statement," "At West Virginia Northern it's all about.....Where You're Goin." Based on the 60 second spot, the Community Relations Department came up with a print campaign that will be in area papers this coming week. Seven billboards will sport the new theme of Northern's fall campaign. The TV ad presently being aired on Channel 7 (on a daily basis for the next seven weeks) can be seen on Channel 9 beginning in a few weeks. The campaign will last from the end of June through mid-August. Approximately 20 program brochures will be ready for distribution by the end of summer.

### **C. NCA Self-Study Update**

Board members received information on the NCA Self-Study. Ms. Persinger reported that the College has received the names of the approved Self-Study team for the visit of March 24-26, 2003. Ms. Persinger commented on the general institutional requirements and the criteria for accreditation as listed in the NCA information that was distributed. She reported that work is being done within each department and then will be consolidated with the five criterion outlined by The Higher Learning Commission. A preliminary draft will be ready in August. Once the draft is ready, the next step will be to compile an analysis of the College's strengths, weaknesses, issues to address, and plans for the future. The Board will be given an opportunity to do an analysis of what has been prepared for the Self-Study at a future meeting.

Three issues to be addressed relating to past history of the College regarding accreditation are:

(NCA recommendations from 10 years ago and what the College has done regarding them.)

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- Financial resources. Will the College continue to receive adequate financial support in order to move ahead?
- Assessment of student academic achievement. At that point in time, NCA wanted to see if the College had a plan for assessment. They now want to see if the plan has been implemented and if improvements are being made.
- Organizational communications within the organization. (10 years ago there was confusion about roles and relationships and concern between administration and the rest of the community.)

These three issues will receive special attention by NCA. Institutional Research and ability to produce quantitative data was an area cited on which the College will continue its work.

As completion of the NCA Self-Study draws nearer, a PowerPoint presentation will be made to the Board. The Board should expect to be interviewed by NCA regarding governance criteria.

### **D. Finance Report**

Mr. Henry gave the finance report and stated that the College will meet its goal by reducing significantly the deficit again this year.

**7. Old Business**

There was no old business to discuss.

**8. New Business**

The Woloshan parking lot, an action item under new business, was discussed during an earlier portion of the meeting.

**9. Agenda Items for Next Meeting**

No agenda items were submitted for the July 25 meeting.

**10. Adjournment/Next Meeting**

Chair Gilmore made a motion to adjourn the meeting at 7:00 p.m. Mr. Danford seconded the motion. Motion carried. The next scheduled meeting date is July 25 at 5:00 p.m. in the B&O Board Room. Anyone who cannot attend meetings in person and would like to be conferenced in by phone should contact Linda Dudash at 233-5900, ext. 4201.

Minutes respectfully submitted by,

Approved by,

Linda K. Dudash  
Executive Secretary to the President

David Robertson  
Board of Governors Secretary

**Board Expectations for President Hunter  
in  
2002-2003**

1. Set appropriate priorities for Board agenda, focusing on policy, program and capital issues; organize and present agenda material in clear and timely fashion.
2. Develop relations with state executive/legislative leaders, involving Board members and other community support groups to pursue WVNCC's capital needs and general support.
3. Achieve re-accreditation.
4. Initiate a process geared toward establishing a more challenging academic environment.
5. Establish college-wide professional development programs, including adjunct faculty.
6. Attempt to identify other partnership opportunities in 2002-2003.
7. Develop Management/Information System and institutional research reports.
8. Generate and optimally utilize financial resources through grants and leveraging of existing resources.
9. Advance workforce development/continuing education.
10. Improve student activities and co-curricular programs on all campuses.
11. Continue to foster and improve enrollments management and outreach/marketing efforts.
12. Strengthen developmental education, to include student orientation, advisement and referral.

Adopted 6/20/02