

Call to Order

Presentation/Discussion/Professional Development

- Annual Faculty Report – Shirley Murphy
- Annual Staff Report – LeeAnn Shreve
- Academic Data and Metrics – Curtis Hakala, Dean of Teaching and Learning

*Action Items:

- Approval of the Minutes: Meeting of November 18, 2020
- Approval of the Financial Status Update
- Governance Manual Revision – Dean of Community Engagement and Partnerships

Institutional Research

- IR Partnership
- Enrollment

CAMPUS	HeadCount	FTE			

Eastern	173	125.8	213	146.5	
High School	66	20.1	150	46.5	
	-----		<u>51</u>	<u>20.9</u>	WF
sum	239	145.9	414	213.9	
Unduplicated Total	239	145.9	410	213.8	

*Update: As of January 12, 2021, 83 high school students and 181 Eastern students are registered for spring 2021.

- Enrollment Strategies
 - Wind Technician Statewide
 - High School Dual Credit and Recruitment Direct Mailing
 - FAFSA completion

Committee Reports

Board Chair-Greg Greenwalt

Committees-Finance Committee Calendar TBA

Presidential Search
Finance & Facilities-John Galatic

College Representatives Reports

Staff-Ann Degnan
Faculty-Sherry Michael
Student-Vanessa Hinger

Strategic Plan 2015 – 2020 Reports

Dr. Chuck Terrell, President

- COVID-19
 - Testing
 - Vaccine distribution
- CARES Act, FIPSE and Relief Bill
 - Student Awards
 - Loss revenue & FAFSA completion grants
 - Commencement
- 2021 Spring Semester
- 2021 Legislative Session
- Human Resources
 - John Riggs, Director of Ag Innovation
 - Director of Non-Profits
 - Program Assistant III Admissions & Financial Aid
- Scholarship Campaign & Private Funding Campaigns
- HLC
- Grants
 - To be awarded: AFRI
 - Waiting for results: One Workforce and SCC Training
 - TBA: TITLE III

I

Student Access and Success

Ellucian/WVNet on Degreework issue

*FA training and reports daily with Ed and Mary

*Ed working on verifications for academics and workforce

Eastern West Virginia Community and Technical College
Board of Governors Meeting
Agenda – January 20, 2021

- ✚ *New Student Orientation
 - Tuesday, January 5th, 2pm
 - Thursday, January 7th, 6pm
 - Tuesday, January 12th, 2pm
 - Thursday, January 14th, 10am

- ✚ Student Services Meeting
 - January 6th, 10am

*Accommodations training with Chip

*Assessment of college transcripts

*Marketing/Public Relations:

- Meeting with Salesforce + Partners to discuss CRM opportunities
 - CRM would students through the lifecycle from first website visit/inquiry form/etc. to graduation and beyond (to Foundation/donors/etc.)
 - Thoughts, discussion?
- Meeting with media partners to plan upcoming advertising and next fiscal year media
- Will be attending weekly Workforce and A&I meetings
- Full Measure training next week to learn how to use and implement new progressive web platform
- New website is in beginning stages. WVNet is currently building the basics for it, will be meeting and working to create content, overall theme, and “bells and whistles”
- Testing out different social media management platforms to streamline scheduling, analytics, listening, and engagement
- Spring campaign ends Jan. 15
 - Landing page: 1,983 visits, 23,028 clicks, 11.6% CTR (average for higher ed is 2.6%)
 - FB: 851,792 impressions, 143,395 reach, 5,855 link clicks, \$0.80 cost-per-click
 - Google: 13.8k impressions, 515 clicks, average CPC \$0.95
 - Spotify: 64,536 impressions, 70 clicks, .11% CTR (industry avg. .18%)
- Testing out printing business cards in house
- Over 700 entries in SGA Holiday Trivia contest, 3 winners (2 students, 1 alumni)
- Developing new logos for WORCs and Student Services

II Teaching and Learning

- LOT Meeting (January 28)
- Academic Services Meeting (January 28)
- Advisor Q & A/Training Session
- Spring 2021 Faculty Orientation (January 15)

- HLC Update
- 2021-2022 Catalog
- Spring 2021 Faculty Contracts
- Spring 2021 Sections Meeting (January 14)
- WVNET Professional Development (January 11-15)
- TLTC/Governance Manual
- NIMS Exit Testing for WTT
- Nursing Department
- Zoom Advisory Committee Meeting for WTT (January 14)
- OER Meeting with APU (December 16)

III & IV

Community Engagement and Partnerships Advancement and Innovation

- Bi-weekly team meetings are set
- WFE
 - TF – WFE Special Projects Coordinator
 - Focus areas: 1) WF Survey, 2) Program assessment, 3) Hospitality short-term workshops, monthly webinars, and training development, 4) Hubspot “build out”
 - Business Training Need Survey
 - TF - Deadline extended until end of this week, designed to permit access in the future
 - WFE Program Review & Assessment weekly preparation meetings.
 - TF & MS are leading effort and we are meeting weekly
 - Prepared plan to be able to provide Dominique the documentation in advance of Assessment (mid-Feb) committee and timeline established to meet the State’s deadline (May 31st)
 - TF – will coordinate Hospitality monthly calls (1st Thursday per mo.) – Next meeting Feb. 4th
 - Creative Economy Meetings – Community Ed. & Non-Credit
 - Transition meeting Jan. 28th to WFE
 - AFNHA, Lukas Ray is a partner. NCRD assistance by TM till June 30, extension permitted by Benedum for \$12,167
 - MS – NHA exams conducted
 - LS – Employment verifications from participants and employers

Eastern West Virginia Community and Technical College
Board of Governors Meeting
Agenda – January 20, 2021

- Asala W – trying to solicit Eastern students for apprenticeship opportunities
 - May have 4 more spots for apprenticeships in IT in Feb. with ISMS & Hardy Tel
- Aim to develop WORCS budget by Feb.
- Preparing initial work plans for Ag Workforce launch from AFRI
- Grants
 - AW - ICRN – in phase 2 of 4
 - LFPP Annual Year End Report & 2021 Budget Amendment
 - AFRI Savings over 5 years
 - \$15,750 – DCEP (PD)
 - \$112,500 – Dir. of Ag
 - \$180,000 – WF Training & Fellows Coordinator (\$38k/yr)
 - \$2,290 – for marketing (will need in-kind marketing tracking)
 - Program income ~\$21,918
 - Indirect - \$45,454
 - SPECA – drone contractor
 - SCBG – created match tracking forms for Eastern team members, prepped for John
- Director of Non-Profits
 - New goal for fundraising, \$3,000 per county for scholarship sustainment
 - Utilize BOT connections to industries to solicit support
 - CB/MW - BOT meeting last Friday
 - CB – Newsletter release, student/business virtual fundraising scavenger hunt idea
- Entrepreneurship
 - New IREED sign up at Launchpad
 - Beth See’s position is ended – her emails are forwarded to me
- Ag Innovation
 - Preparing for onboarding of John Riggs Feb. 1st
 - Need to do release for welcome & promote the Launchpad facility with new sign
 - Presented Jan. 7th during statewide Ag Innovation Challenge to promote eastern (master classes through Jan – competition Feb. 24th) – need to promote
 - AW – Co-Op meeting Jan. 13th with producers
 - New plan for co-op
 - LFPP initial report developed
 - Mari Neustadt is willing to serve as Virtual Business Coach on an annual basis in lieu of SBDC
 - MS – developed coaching sessions for spring
- Co-op survey data collection for producer education needs

V

Resources

Technology, Human Resources & Safety & Security

Finances/Business Office

- 1098-T verification
- Automatic refunds update
- Full Measure Education contract
- HLC Conference registration
- Will prepare quarterly COVID report for website posting today
- 1/12/20 - CFO Conference
- COVID expenses for December due to HEPC 1/15/21
- Eligible GEER grant expenses documentation to be uploaded to WV Grants website – will clarify deadline at CFO conference call today
- Meeting with Mason and USDOL reps to discuss latest Monitoring Status Update
- RBDG quarterly report due by 1/31/21
- HEERF Annual Report due to USDOE by 2/1/21

Facilities

- MC HVAC – Dan Kendra went over proposed course of action and information needed for him to develop proposal; meeting with Rich Donovan, Dan, and Bastian & Harris on 12/15/20 to go over HVAC plans and any available documentation; in the meantime, Riddleberger advised Bill to manually shut down chiller during cold weather. Follow-up needed
- TC HVAC – Riddleberger still trying to find control board for outside unit. Part is old and hard to find
- New parking lot sidewalk – Scott Construction completed work on sidewalk
- Trees for new parking lot – Amo placed order, waiting for delivery. Follow-up needed
- Handheld sanitizers – chemical mixing stations installed at MC and TC, Paul showed cleaners how to use handheld sanitizers last month. They requested more guidance on where/when to use sprayers
- Paint main campus – obtained two quotes for approximately \$27,000. I informed both bidders that we would wait to see if we could include project in FY22 budget

Technology

- EduRoam Now Active
- Institutional Research Applications

Eastern West Virginia Community and Technical College
Board of Governors Meeting
Agenda – January 20, 2021

- 1098Ts due to students by 1/31/2021
- KnowBe4 Training
- Network Refresh
- Full Measure Progressive Web
- Scanning for Inventory
- Scanning Student and Employee Cards
- IPEDS Winter Collection: Student Financial Aid, Graduation Rates, 200% Graduation Rates, Admissions, & Outcome Measures due 2/10/2021.
- HEPC Fall End of Term Data Files: Student, Course, Teaching Workload, Registration, and Schedule File due 1/26/2021

Human Resources

- Director of Agriculture Innovation – Position filled – John Riggs to start on February 1st, 2021
- Director of Non-Profits – virtual interviews scheduled for January 13th, 2021 – one confirmed for 2:45 pm; waiting on confirmation for one at 1:30 pm
- Program Assistant III – Admissions and Financial Aid posted on all venues
- CUPA-HR surveys
- Fleet training created in SafeColleges and distributed to staff – Annual requirement for fleet division and BRIM; additional trainings set up and working on BOG trainings
- Virtual Orientation Schedule for Jay Crites scheduled for January 13th
- Fleet Management Division Webinar – January 13th – 10:00 am
- CHRO Monthly Conference Call cancelled for January; next one scheduled for February 10th – 11:00 am

Safety and Security

Important Calendar Dates

New Business/Miscellaneous

Eastern West Virginia Community and Technical College
Board of Governors Meeting
Agenda – January 20, 2021

Next Scheduled Meeting: February 17, 2021

Adjournment