

Call to Order

The virtual meeting was called to order at 12:05pm. Present were G. Greenwalt, Dr. Terrell, Jr Helmick, A. Blackwood, M. Chambers, S. Michael, and A. Degnan. Absent were S. Arbaugh, S. Van Meter, S. Shomo, H. Whetzel, V. Hinger, and C. Hakala. Guests present were J. Galatic, S. Murphy, and L. Shreve.

Presentation/Discussion/Professional Development

- Annual Faculty Report – Shirley Murphy – *S. Murphy thanked K. Colebank, J. Snyder, and S. Michael for their hard work over the past several months. She then provided a chronological overview of faculty activities over the past year including Committee assignments; Bring a Friend to Class; items for the Eagle’s Nest; Faculty Orientation planning; Faculty Handbook review; use of Microsoft Teams; review of the Strategic Plan; focus on retention strategies; and distribution of online training opportunities. G. Greenwalt thanked S. Murphy for her report.*
- Annual Staff Report – LeeAnn Shreve – *L. Shreve reported that staff has been busy. There has been some turnover along with some new hires. No holiday party or fundraisers this year due to the pandemic, and ongoing issues with the WV Advisory Council for Classified Employees which is going through a time of transition. G. Greenwalt thanked L. Shreve for her report.*
- Academic Data and Metrics – Curtis Hakala, Dean of Teaching and Learning – *No report.*

*Action Items:

- Approval of the Minutes: Meeting of November 18, 2020 - *On a Chambers/Blackwood motion, the minutes were approved with all in favor.*
- Approval of the Financial Status Update – *On a Blackwood/Michael motion, the Financial Status Update was approved with all in favor.*
- Governance Manual Revision – Dean of Community Engagement and Partnerships – *On a Michael/Helmick motion, the Governance Manual Revision was approved with all in favor.*

Institutional Research

- IR Partnership – *Three candidates to interview and R. Hamilton is on the interview committee.*
- Enrollment
CAMPUS HeadCount FTE

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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.

As of today, 207 Eastern Headcount, 147.6 Eastern FTE's, 103 high school students, and 34.1 high school FTE's. Workforce is at 22 headcount and 12.4 FTE's.

- Enrollment Strategies
 - Wind Technician Statewide – *Chancellor Tucker supports the creation of a state-wide signature program based at Eastern using a blended approach using online and in-person learning to include lodging.*
 - High School Dual Credit and Recruitment Direct Mailing – *C. Bolyard is working on the letters to students and parents.*
 - FAFSA completion – *Completers fell by 1,700 between December of 2019 and 2020. Adult completers fell by 1,000.*

Committee Reports

Board Chair-Greg Greenwalt – *No report, but G. Greenwalt thanked Board members and staff for their hard work during a difficult year.*

Committees-**Finance Committee Calendar** TBA – *Will be done soon.*

Presidential Search – *G. Greenwalt reported that 58 applications have been received which is more than last year. Meeting on January 27 to narrow the applicant pool to approximately nine semifinalists.*

Finance & Facilities-John Galatic – *J. Galatic reviewed the Financial Status Update earlier in the meeting.*

College Representatives Reports

Staff-Ann Degnan – *913 fall 2020 student surveys were distributed via Blackboard with 410 responses received on 34 courses; 2021 – 2022 catalog being finalized; and new bookstore is now on Eastern's website.*

Faculty-Sherry Michael – *At a December 14, 2020 faculty meeting, faculty discussed developmental goals, recruitment and retention strategies, professional development opportunities, remote teaching experiences, and COVID-19.*

Student-Vanessa Hinger – *No report.*

Strategic Plan 2015 – 2020 Reports

Dr. Chuck Terrell, President

- COVID-19 – *J. Snyder is doing a terrific job with COVID-19, payroll, and HR. Testing resumed earlier this month, and W. Ours and his team are doing a great job.*
 - Testing
 - Vaccine distribution
- CARES Act, FIPSE and Relief Bill – *Reached out to Senator Manchin’s office in December and again earlier this month. With the resignation of the Secretary of Education, the Department is in chaos. A response could be forthcoming following the presidential transition. Expect to receive \$524,164 with \$105,000 (with the possibility of more) earmarked for students.*
 - Student Awards
 - Loss revenue & FAFSA completion grants – *Use of relief funds to provide FAFSA completers a stipend is being considered.*
 - Commencement – *K. Hammer from Virgin Hyperloop will be commencement speaker. Considering a scaled-back in-person commencement with masks, social distancing, and restricted number of guests.*
- 2021 Spring Semester – *Classes remain on line except for nursing, wind tech, and auto tech. Nursing students will be supported by Grant Memorial Hospital via clinicals.*
- 2021 Legislative Session – *No higher education actions are expected. Legislators are concerned about student mental health issues and food insecurity. Greater oversight of k – 12 education will be considered, but higher education funding formula will not.*
- Human Resources
 - John Riggs, Director of Ag Innovation
 - Director of Non-Profits – *Search re-opened.*
 - Program Assistant III Admissions & Financial Aid
- Scholarship Campaign & Private Funding Campaigns – *Foundation Trustees met earlier this month and the Executive Committee will meet soon. A topic of discussion will be the creation of a scholarship package that would require approximately \$3,000 in donations annually from each service county, and local businesses to support specific programs such as wind tech and auto tech.*
- HLC – *No update due to COVID-19 delays at HLC.*
- Grants
 - To be awarded: AFRI – *Requested budget modification.*
 - Waiting for results: One Workforce and SCC Training – *One Workforce not funded, and waiting for news on SCC Training.*

- TBA: TITLE III – *WORKING ON APPLICATION AND SIGNED CONTRACT FOR GRANT WRITERS.*

Benedum grant extension received through June. Benedum has requested ideas from Eastern for additional grants.

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



*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

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- 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
 - 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
- 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

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Safety and Security

Important Calendar Dates

New Business/Miscellaneous

Next Scheduled Meeting: February 17, 2021

Adjournment – 1:35pm.

Respectfully submitted by M. O'Leary, recorder.



Greg Greenwalt, Board Chair

2-17-2021
Date