

Call to Order

The virtual meeting was called to order at 12:04pm. Present were G. Greenwalt, President Terrell, Jr Helmick, M. Chambers, S. Van Meter, A. Blackwood, S. Michael, and A.Degnan. Absent were S. Arbaugh, S. Shomo, H. Whetzel, and V. Hinger.

Presentation/Discussion/Professional Development

*Action Items:

- Approval of the Minutes: Meeting of April 21, 2021 – *On a Van Meter/Chambers motion, the minutes were approved with all in favor.*
- Approval of FY21 Q3 Financial Statements – *On a Van Meter/Helmick motion, the FY 21 Q3 Financial Statements were approved with all in favor.*
- Approval of the Financial Status Update – *On a Chambers/Van Meter motion, the Financial Status Update was approved with all in favor.*
- Approval of the FY 22 Budget – *On a Van Meter/Michael motion, the FY 22 Budget was approved with all in favor.*
- AR 3.19 ONLINE COURSE-DESIGN APPROVAL AND MONITORING REGULATION – Informational – *Reviewed by the Board of Governors.*
- AR 2.1 Process for Approving Administrative Regulations – Informational – *Reviewed by the Board of Governors.*

Institutional Research

- *Enrollment – L. Guinn is connecting with Cabinet members, and HC has approved the online Accounting program.*

Spring 2020
E 213 FTE 146.5
HS 150 FTE 46.5
WE 51 FTE 20.9
410 213.8

Spring 2021
E 203 FTE 34.3
HS 114 FTE 34.3
WE 67 FTE 26.7
380 202.3

May 11, 2020
Summer 2020
69 20.1

May 17, 2021
Summer 2020
31 11.8

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3	.8	3	1.4
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No WE

Fall 2020		Fall 2021	
51	34.9	71	47.9
1	.4		

Committee Reports

Board Chair-Greg Greenwalt – *G. Greenwalt thanked M. Wilson and team for an outstanding Commencement on May 8, and he thanked V. Hinger for her service on the Board of Governors.*

Committees-

Finance & Facilities-John Galatic –

College Representatives Reports

Staff-Ann Degnan – *Workforce programming is being nested in the assessment/internal assessment web page with the Academic information. This should streamline WF course assessment reports and programming to meet HLC compliance standards.*

The spring 2021 Student Faculty survey resulted in a 46% response rate, 760 surveys were distributed in 56 courses with an enrollment of 5 or greater students. Despite the Pandemic and the online module forum, the spring survey response rate increased slightly from fall 2020. The fall 2020 student response rate was 44.9%.

IT 278: Cyber Defense:

Two Cyber Defense elective courses and one core required course is currently offered by Eastern, however, Eastern does not have the resources to develop and offer a degree or certificate program, therefore a skill set was developed since this topic is now an essential component of IT.

Students striving for an AAS Information Technology degree must select 4 IT electives, and completion of 3 Cyber Defense courses will achieve a Skill Set. A Skill Set is a subject that is fully integrated to meet the technical skill competencies and is articulated in a specific program.

Faculty-Sherry Michael – *The spring semester has ended and final grades have been submitted. Working on filling vacancies.*

Student-Vanessa Hinger – *No report.*

Strategic Plan 2015 – 2020 Reports

Dr. Chuck Terrell, President

- An Amazing 2021 Commencement-Thank you! – *Dr. Terrell reported that the Commencement video on the website had received 2,500 views, and he thanked S. Van Meter for the use of the Moorefield Middle School gym. He also thanked the Board of Governors for the Harold K. Michael Award.*
- HLC response – *Notification was received of the final report approval. The next HLC visit will be in 2023.*
- Fall Reopening – *Dr. Terrell recently hosted a Zoom meeting with Dr. Striplin, C. Persily, and J. Snyder. Will be cautious with the fall semester. Most classes will be online just to be on the safe side. Early Entrance classes will be in-person. Cabinet will discuss whether masks will still be required for vaccinated individuals.*
- Earmark – *Received notification from Senator Manchin's office that earmarks have been reinstated. Last Friday, a \$7 million proposal for the Mountain Skyway Center was submitted with seven letters of support from a variety of stakeholders. The proposal was also submitted to Senator Capito's office.*
- WVU Extension visit-May 27 – *Waiting on confirmation.*
- WVDO Loan-Senator Trump – *The \$2 million loan to grant proposal is stuck in the WVDO. O. Bean reached out to Senator Trump for assistance and we are waiting on his response.*
- HR Amo Olivero and Alicia Van Meter – *A. Oliverio has resigned in order to take a job at Garrett College. A. Van Meter has accepted the Director of the Nursing Program position.*

M. Webb learned that the due date for the Title III grant request is July 13. Dr. Terrell spoke to S. Shomo regarding her continued service of the Board of Governors and the possibility of her resignation. H. Whetzel is no longer employed at Pilgrims, and Dr. Terrell spoke to T. Sherman about a possible replacement.

I

Student Access and Success

- Better Futures Program
- Virtual NSO today at 2 (4 students)
- Live NSO next week on Wednesday (6 students)
- Numbers of outstanding potential students; Summer 2021: 30; Fall 2021: 45
- TS: Emailed & Sent letters to students who have not scheduled NSO.
- Final grades due today; roll all academic/FA standing end of the week
- Will begin assess spring 2021 graduates middle of next week

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- At Risk Tracker meeting on Monday, May 17 with advisors involved to review and discuss
- Transient Students: 2 for summer

- TS: Sent Summer 2021 Students FAFSA reminders

- Working with IT on getting computers in room 201 set up to give CLEP exams

- TS -Introduction Meetings with -Curtis Hakala;-Debi Layton;-Shirley Murphy
- TS attended Understanding the impact on college enrollment from the COVID-19 Pandemic
-
- Early Entrance Parent Q&A Sessions
Tuesday, May 11th @ 6:00 PM

- Meet Eastern – A Virtual Open House
Thursday, May 20th @ 6:00 PM
Thursday, June 10th @ 7:00 PM
Due to low participation in Virtual Open Houses I am planning an In-Person Open House and a Meet Eastern Live (Facebook)

- Early Entrance Summer Registration
3 Early Entrance Students have registered for 7 Summer Courses

- Recruitment Events
We have received some invitations to spring and summer community events/recruitment events. The Student Services Department will be looking for volunteers to help promote Eastern. Please encourage your team to volunteer to help with these college promotion opportunities.

Marketing and Public Relations

- Meeting with Element451 Friday to map out project implementation
- Sent Lindsey all previous marketing research to get basis for new marketing research this summer
- Website redesign, content migration is going along well, will have a presentation of draft of the new site likely next cabinet meeting
 - I am doing my best for the navigation and updates to make the user experience better for all based on other schools and input from faculty, staff, and students.
 - I hope to have mostly everything concrete by the end of the month, to allow for the month June to be a time for edits, updates, and changes requested.
 - July 1 launch date anticipated, with additional design and content edits continuing after.
- Graduation livestream archive available: <https://youtu.be/PVqu3Aa3R9s>

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- Virtual tour: working on script and additional assets needed to finish up and will hopefully be ready July 1.
 - Google panoramic images have been added: <https://bit.ly/3ezSrO5>
- Drone: met with Ward to get additional drone images of main campus for marketing and website, planning to do some of the tech center as well.

Google Business Page Analytics (for Google page):

- 12.8k views, 5.21k in search, 7.6k in maps
- 8.87k searches, 1.7k direct search, 7.08k discovery (category, product, service)
- 540 website visits, 88 calls, 35.7k photo views, 84 direction requests

Google Analytics for April (for website):

- 5,279 users, 4,661 new users
- 10,379 sessions, 25,369 total page views
- Top cities: Moorefield, Phiippi, Winchester, Cumberland, Frostburg, Harrisonburg, Martinsburg
- 59.6% female, 40.4% male, **18-24 year olds** 24.17%, **25-34** 21.54%, **35-44** 17.29%, **45-54** 16.08%, **55-64** 13.34%, **65+** 7.58%

Social Media Analytics for April:

- All Networks: 38,854 impressions, 2,191 engagements, 239 link clicks
 - Audience growth: 21 new FB likes, 7 new IG followers, 5 new LinkedIn followers, 1 new YouTube subscriber

Advertising for April:

- 28 TV spots
- 30,000 impressions on WDM, 7 clicks
- Snapchat: 1,41,195 commercials, 40,275 views, 6,737 swipes
- Targeted display advertising: 112,586 impressions, CTR: .12% 3,210 engagements, 139 clicks (very good)
 - Top cities: Keyser, Moorefield, Petersburg, Romney, Augusta, **Mathias, Baker**, Ridgeley, **Wardensville, Capon Bridge**
- Video: 60,072 commercials, 560 visits, 122 clicks
 - Top cities: Keyser, **Moorefield, Petersburg**, Romney, August, Ridgeley, Mathias, **Lost City, New Creek, Delray**
- Connected TV: 33,339 impressions
 - Top cities: Keyser, Moorefield, Augusta, Petersburg, Romney, Ridgeley, Baker, Mathias, Wardensville, Capon Bridge
 - Household site visits: 25

Advertising for March:

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- 31 TV spots
- 30,000 impressions, 15 clicks
- Snapchat: 1,141,195 impressions, 40,275 video views, 6,737 swipes
- Targeted display: 70,687 impressions, 2,155 engagements, 100 clicks, CTR: .14%
 - Top cities: Keyser, Moorefield, Romney, Petersburg, Augusta, **Mathias**, Ridgeley, **Baker**, **Wardensville**, **Capon Bridge**
- Video: 38,140 commercials, 338 visits, 72 clicks
 - Top cities: Keyser, Moorefield, Petersburg, Romney, Augusta, Lost City, **Delray**, Ridgeley, Baker, Paw Paw
- Connected TV: 22,502 impressions
 - Top cities: Keyser, Moorefield, Augusta, Petersburg, Romney, Ridgeley, Baker, Wardensville, Mathias, Capon Bridge
 - Household site visits: 15

Advertising for the rest of the year:

- Working with local radio and newspaper to use remainder of budget from now – June 30.
- Will have Facebook ads up soon, similar messaging/content as the ads from spring.
- Planning for next year with a few changes to budget items and channels

II Teaching and Learning

- BET Council Report Due May 31
- \$115,000 Perkins Reserve Grant (May 31)
- Tucker County BOE (May 14)
- Hardy County BOE (May 18)
- LOT Meeting (May 18)
- Academic Services Meeting (May 17)
- Tuesday Night Live Meeting with Hazard County Community College (May 12)
- At-Risk Tracker Meeting (May 17)
- Ellucian Advising/Retention Webinar (June 3)
- General Education Collaboration Meeting (June 3)
- Individual Meetings with Full-Time Faculty/Strategic Plan
- Adjunct Needs for Fall 2021 – BIO 124, and BIO 124L
- ATT ACE Pathway Agreement – SBCTC
- SBCTC Summer 2022 Student Camp (SBCTC has \$45,000)
- SBCTC Health Careers Fund/Michael Moore Scholarship Foundation Meeting
- Tucker County Summer School Project – ENL 101 and ART 100
- Dual Credit students on campus in Fall 2021

- Pearson Inclusive Access through Bookstore
- AIM WV Apprenticeship Program in WTT (WV Development Office and DOL Apprenticeship)
- zSpace Equipment and Software
- Rad Tech Discussions with GMH
Full-Time Faculty Positions – BET/Science and Nursing

III & IV

Community Engagement and Partnerships Advancement and Innovation

- AIM: learned that an internship is required and business must identify when they want a student to be trained as part of their IT/Cyber efforts. Pulling from academics (Seyed's courses) and aim for a potential on-campus internship (120 hours) that permits Ed2go/Protrain training with a national credential and test. AIM will pay \$1,717 but doesn't pay students/hr. during the internship.
- Shared Calendars among staff teams: Foundation, Workforce, Ag Innovation
- Title III Meeting: Wednesday at 10 am
- Ag Showcase On-Campus - Considerations
- Trainings:
 - Completed Non-Credit Best Practices Training, last Friday
 - Will re-do post element 451
- RB & JR: Visit the Tech Center last Thursday
- WFE
- Reports due to state office:
 - 2016 – Technology Center Redesign & Marketing \$70K
 - 2018 – Small Business Development Center Partnership \$30K
 - 2018 – Restaurant Management \$4,000
- CDL training update
 - Trailer – brakes locked up – renting from R+T
 - Truck – caught fire – RCS Transport
 - Next class booked, May 24 – July 2
 - Need to contrast leasing on program income to decide on training ability
 - MS - Provided OVT our CDL MCR
 - MS:
 - Recovery / Life Coach 1 classes via zoom offered monthly
 - Allied health meeting scheduled for May 26

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- GradCast Partner training scheduled for 5/3
- OVT Driver Training scheduled for 5/7
- Graduation – rehearsal/setup on 5/7; ceremony on 5/8
- Collegiate Recovery Meeting on 5/11
- Tucker Co. BOE meeting scheduled for 5/14
- Hardy Co. BOE meeting scheduled for 5/18
- NHA exam on 5/18 and 5/25
- PITAR (PHG) meeting scheduled for 5/27
- Completion of Medical Assistant and Phlebotomy for this semester in May
- LS:
 - Employment verifications continue
 - NIMS Testing at Tech Center, May 4 at 2 and 6 PM.
 - Outreach efforts continue. Focus on upcoming trainings and to gauge interest for new offerings.
 - Gathering data for career pathways.
 - Gathering success stories for DOL.
 - WFE newsletter in-development to be released mid-May
- TF:
 - June 3rd Lodging Panel Discussion, “Spring 2021 WV Legislative Actions Impacting the Hospitality and Lodging Industry”
 - Monthly Tourism calls
 - Career Pathways Development
 - Cyber/IT forum & promotion content created connecting with AIM
 - Hospitality Education/Training Monthly Meeting will be this Thursday (10 am)
 - I will be scheduling Cybersecurity/IT Advisory Group meeting this week for end of May/beginning of June
 - I will be working with Missy this week to develop WF Program and Course Evaluation Matrices
 - LeeAnn and I talked with Morgan last week regarding the WF Career Pathways project and confirmed that we will be starting with the CNA AS Certificate Program.
- Non-Profits
 - Foundation, would like to propose that checks for < \$1,000, can have signature authority by the President vs. 2 BOT member signatures to better expedite purchases/payments
 - Terms and Conditions updated for WORCS and Foundation
 - Training on WORCS and Foundation on June 4th
 - RB - Handy sheet on ways to give to the Foundation
 - Foundation meeting last Friday
 - Two more Board Members to be voted in during July quarterly meeting
 - Rob Woy, previous Mineral Co. Schools Superintendent
 - Liz Warner, Director of Nursing of Pendleton Manor in Franklin WV
 - BOT, Executive Committee meeting in June 15th at 9
 - Recent Donations:

- To come: St. George Medical Clinic - \$20K
- South Branch Medical Training donations received
- Michael Moore donations received (> \$2,000)
- PCB community funds unrestricted
- BOT Members:
 - Della Davis donation \$100 unrestricted
 - Cody Brooks - \$300 unrestricted
 - Kelly Williams – Books supplies scholarship (\$400)
 - Kelly Williams – Ag scholarship for tuition/training (\$400)
 - Developing memorial and honor gifts
- AFNHA: to submit CWBF proposal with ~40K of support for Eastern non-credit trainings to support businesses with covid recovery
- USDA – AFRI
 - Policies for Instructors
 - Enrollment Forms and Waivers
 - RSVP once accepted
 - Farm Fellows Application
 - Emergency Plan/Training for JR & Student Training Coordinator
- Ag Innovation
 - AW - Hardy Co. School Food Coordinator, requesting Food Co-op to provide 5% of local foods to school system
 - AW - Farm to School Programs, WV School Coordinators for vehicle and personnel support
 - AW - Cooler construction
 - JR – Promotion and timeline/arrangements of agribusiness courses for fall 2021
 - Offering all agribusiness online to aid in enrollment
 - Ag Showcase TBD
 - Ag Workforce Donors to call

V

Resources

Technology, Human Resources & Safety & Security

Finances/Business Office

- Foundation BOT Meeting 04/30/21
- FY22 Expenditure Schedule submitted 05/03/21
- Safety Committee Meeting – 05/05/21
- Business Office Meeting 05/06/21
- Year-end Business Office Processing
- Waiting on approval for digital signatures, need approval form from Office of Technology

- Updating QuickBooks to 2021 Version
- Q3 financials
- Departmental Budgets
- 3-5 year budget
- FY22 Operating & Capital Budget due to HEPC 05/14/21
- Mandatory Real Property Reporting due 06/15/21

Facilities

- MC Backup Generator – HEPC to fund engineering for backup generator
- MC HVAC – AHU-1 repaired, AHU-2 needs work on controls
- TC HVAC – New heat pump installed
- 2021 Ford Mustang Mach E - Weimer's graphic designers to work with Morgan on wrap. We can use vehicle after wrap is complete
- MC Fence – Greg Greenwalt met with contact at WVDOH on fencing options, WVDOH will let us know what they can do soon
- Bird problem at TC – Scott Construction LLC to provide quote for patching bird holes and implementing bird deterrent solution

Grants

- USDA Community Facilities Grant available to help fund generator. Letters of support provided by Town of Moorefield & HCC

Technology

- Technology Committee Meeting 5/13/2021 @ 10:00am
- Technology Plan
- June 8-9 Data Policy Advisory Council Annual Meeting
- June 30 Data Files: Student, Course, Teaching Workload, Registration, and Schedule File
Only collection of Spring 2020-21 data
- July 10 Data File: Graduation (Include all students receiving degrees or awards from June 2020 through May 2021)

Human Resources

- FY22 Holiday Schedule needs to be sent to Kronos by June 1st
- Program Assistant I – Workforce Department position still posting
- Human Resource Page for new website for Morgan
- Nursing Program Director – A Vanmeter – start date 07/31/2021
- Nursing Faculty interview scheduled for May 12th at 1:00 pm
- Fleet Management Monthly Meeting – May 12th at 10:00 am

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- CHRO Monthly Meeting – May 12th at 11:00 am
- PR Meeting – May 13th at 2:00 pm
- Reminder: PEIA Open Enrollment – Last week!
- Employee Handbook

Safety and Security

- Safety Committee met on May 5, 2021. Next meeting in early August to plan for late-August Safety Training Workshop for all employees.

Important Calendar Dates

June 10, 2021 – West Virginia Board of Governors Virtual Training Summit – 9:00am – 4:30pm

New Business/Miscellaneous

Next Scheduled Meeting: June 16, 2021

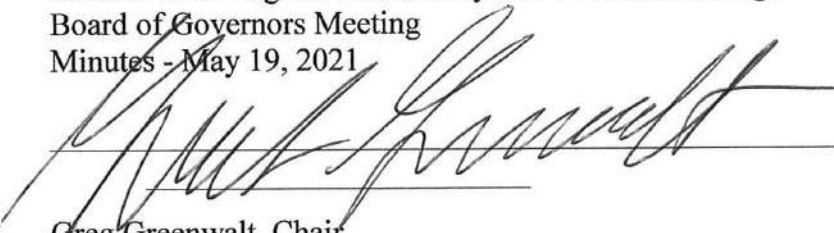
Adjournment - 1:03pm

Respectfully submitted by M. O'Leary, recorder.


Greg Greenwalt, Chair

Date

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Greg Greenwalt, Chair



Date