



1. *Call to Order – The meeting was called to order at 12:04pm. Present were R. Tissue, G. Greenwalt, D. Bean, Jr Helmick (via phone), M. Chambers, C. Hakala, A. Degnan, S. Scamehorn, and President Terrell. Guest in attendance was K. Sherman from Pilgrim’s Pride. Absent was S. Staley.*

2. *Action Items:

- Approval of the Minutes – Meeting of June 20, 2018, and August 22, 2018 – *On a Bean/Greenwalt motion, the minutes were approved with all in favor.*
- Program Review – ACC AAS 2018
- Program Review – ACC CAS 2017
- Program Review – AST AAS 2017
- Program Review – AST CAS 2017
- Program Review – CAS CAS 2017
- Program Review – IT AAS 2017
- Program Review – IT CAS 2017
- *On a Greenwalt/Bean motion, the Program Reviews were approved with all in favor.*
- BP 6.1 Change in the Organization of Administrative Units Teaching and Learning/Executive Dean of Administration and Community Engagement and Partnerships – *On a Greenwalt/Chambers motion, BP 6.1 was approved with all in favor.*
- AR 3.10 General Education Course Design (informational)

3. Presentation: Jennifer Aries and Crystal Balfany, 25th Hour Communications, via Zoom.

C. Balfany joined the meeting at 12:05pm via Zoom. Via a PowerPoint presentation, C. Balfany highlighted the year in review. In the summer of 2017, there was a big push on new platforms and, in fall 2017, Google was added. Transitioned from stock photography to actual Eastern students and faculty. Consistent branding was established. In the spring of 2018, local radio and newspapers were added. An enrollment landing page was created, as was a workforce landing page, and a landing page for high school juniors and seniors. Carousel images on the website were

updated, as was every program brochure. In the summer/fall of 2018, the catalog was redesigned. Underway now are updates to the website, rural economic development brochure, and a ramp-up with AP220. D. Bean indicated that the Moorefield Examiner and Hampshire Review were not included in the list of newspapers that Eastern advertises in. C. Balfany indicated that other newspapers tend to give advertising discounts. R. Tissue asked about the value proposition (affordability). C. Balfany replied that the general population understands the affordability of community colleges. M. Chambers suggested sending brochures to all high school counselors. Dr. Terrell indicated that this was done during high school visits. G. Greenwalt reported that Eastern's overall message into the community is improving. R. Tissue thanked C. Balfany for her presentation.

4. Board Chair and Committee Reports

- Board of Governors – Rob Tissue – *No report*
- Staff update – Ann Degnan – *Dr. Terrell will meet with members of the Classified Staff on September 21, 2018 to clarify their role.*
- Faculty update – Curtis Hakala – *Working on spring 2019 schedule of classes; new Education Programs Coordinator on board; working on Complete College America, a national effort.*
- Student update – Samantha Scamehorn – *Planning events for the year including Trunk n Treat and toy drive. Has received a few complaints that there is no food available on campus.*

5. Strategic Plan 2015 – 2020 Reports – Dr. Charles Terrell

- Student Access and Success
 - Enrollment – *206.9 FTE's; 27.7 FTE's in Workforce. For spring 2019 semester, Eastern has received a dual credit grant from the state office that can be used to backfill high school student tuition discount.*
 - Updates from Student Services
 - SBCTC registrations August 31
 - HS & Career Ctr visits Sept. 4, 6 & 7
 - College fairs September 11 and 12
 - Community volunteer football gate Sept. 26 & Oct. 17
 - Coffee & the Constitution activities for students Sept. 17
 - FA workshop Sept. 28
 - LSS meeting Sept. 10
 - Default Meeting Sept. 5
 - FA has been rolled and checks should have been mailed Sept. 7
 - Early Alert went out to faculty; return is Sept. 11
 - Hosting popcorn during midterm week

Eastern West Virginia Community and Technical College
Board of Governors Meeting
Minutes – September 19, 2018

- Began assessing Fall 18 grads: 27 applied; 5 denied; 22 good; November 1st deadline.
 - Lacey and Curtis are starting to setup meetings with high schools to set spring registration dates.
 - Spoke with/emailed Counselors about Parent Teacher nights.
 - Petersburg: October 11th
 - Hampshire: October 8th
 - Pendleton: October 17th (Curtis and Deb Nelson will be attending)
 - LSS set spring orientation dates.
 - LSS visited high schools. Still have to visit Mineral Co VoTech and Keyser High
 - SGA decided they want to do Toy Drive for Potomac Center again. Emailed the rep and she is excited to work with us again.
 - Town of Mfld hasn't set Trick or Treat yet. Should decide at Sept 31st meeting. Sent out TBA flyer.
- Teaching and Learning
 - Curtis and Dominic attended the Complete America training and are sharing information with all faculty.
 - Grants in process: Perkins reallocation, Perkins Leadership and Technical Development. Total request for Perkins \$52,725. – *All have been submitted by D. Backus.*
 - Schedule production for Spring/Summer underway. Registration will begin Nov. 1.
 - Sherry Michael attended the Early Childhood meeting in Flatwood and will be working with committee on state-wide curriculum for Early Childhood.
 - Waiting on reference checks for part-time nursing faculty and nursing administrative assistant.
 - HLC Monitoring Team Leader meeting Sept. 17. Materials are on the share file.
- Community Engagement and Partnerships
 - Pilgrim's Pride – *Meeting on Monday to discuss welding, Microsoft, etc. Working with Workforce and AP 220.*
- Culture of Innovation

Eastern West Virginia Community and Technical College
Board of Governors Meeting
Minutes – September 19, 2018

- Barn Quilt – *Now on campus. Looking for location to display during Heritage Weekend.*
- Biochar grant linking to BET
- SBDC Coach – *Dr. Terrell met with D. Martin yesterday who is likely to be the next SBDC Director. She indicated support in keeping the partnership with Eastern. \$30,000 grant from SBDC with balance coming for the WV Department of Agriculture.*
- 9/27 Federal Partnership meeting – *Funding for Mountain Skyway Center.*
- NACCE conference 10/6-10
- Farm to Table 10/13/18
- AG Showcase 11/15/18 – *Changed to 11/14/18.*
- WV Extension Agri Tourism Clustering
- Bob Yapp Historic Preservation Workshop
- Blythe Collins AmeriCorps – *Accepted full-time position with National Geographic in DC.*
- WV Hub October 22 Jason Young Vintage Theater

- Resources
 - CFI score modified from 0.7 to 0.91 WVDO Agreements – *J. Galatic discovered reporting errors on CFI.*
 - HEPC Loan - \$60,000 – *Looking at pay off to reduce debt.*
 - Potential WVDO loan meeting in Charleston – *Took place this morning via phone.*

 - Via a PowerPoint presentation, J. Galatic reviewed the college's current finances. R. Tissue asked why depreciation was so high. J. Galatic will investigate and report back.*

 - Dr. Terrell reported that loan agreements from 2008 – 2009 are being reviewed to determine if any of the \$619,000 can be forgiven. WV Development Office, Governor's Office, and J. Osborne-Lewis are also involved. Dr. Terrell discussed with the auditors when they were on campus last week*

- Human Resources
 - Stephen Smoot, Dean of Community Engagement and Partnerships – *Offer made.*
 - Barbara Porter, Nursing Administration Support – *Offer was declined, now reopened.*
 - Lacey Koontz, Student Program Advisor
 - Sherry Michael, Education Coordinator
 - Program Coordinator for Admissions & Financial Aid

Eastern West Virginia Community and Technical College
Board of Governors Meeting
Minutes – September 19, 2018

- Technology
- Communications and Marketing-September board meeting presentation
- AP 220 Grant-Mason Bishop Reorganizational updates – *C. Gutierrez is working on this.*
 - Mason Bishop, Consortium Coordinator
 - LeeAnn Shreve, Project Director/Recruiter
 - Erica Davy, Case Manager
 - Data Analyst .33
- Grants
 - Hardy County Community Foundation
 - 1,000 Barn Quilt Trail
 - \$250 Hardy County CVB Barn Quilt
 - \$1,500 AmeriCorps match for BET program – *From Hardy County Community Foundation.*
 - EPA Biochar \$27,000 – *Grant.*
 - Watershed grant TBA – *T. Metzger is working on this.*
 - WVDEP Porous Pave for Patio \$25,000 TBA

6. Campus Safety and Security

- Drills

7. Important Calendar Dates

8. New Business/Miscellaneous

Dr. Terrell reported that he will attend a meeting of WV community college presidents, Chancellor, and Vice-Chancellor in Morgantown this Monday to discuss being the architects of our own futures. How to better shape programs, certifications, and resources.

Next Scheduled Meeting: October 24, 2018

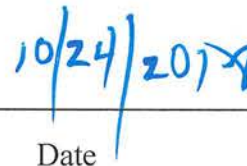
Eastern West Virginia Community and Technical College
Board of Governors Meeting
Minutes – September 19, 2018

Adjournment - 2:07pm

Respectfully submitted by M. O'Leary, recorder.



Robert Tissue, Chair



Date