



1. Call to Order: *The meeting was called to order at 11:30am. Present were Dr. Terrell, R. Tissue, G. Greenwalt, Jr. Helmick, M. Chambers, G. Sponaugle, L. Godlove, C. Hakala, and M. O'Leary (recorder). Absent were S. Staley, D. Bean, D. Lambert, F. Shanholtz, and T. May.*

2. *Action Items:

a. Approval of the Minutes – Meeting of January 18, 2017

On a Greenwalt/Sponaugle motion, the minutes were approved with all in favor.

b. Harold K. Michael Award

R. Tissue appointed G. Greenwalt (lead), D. Bean, and C. Hakala as the Harold K. Michael Award Committee to bring forth recipient recommendation(s) for discussion and approval at the March 2017 Board of Governors meeting.

c. Faculty Promotions – Jill Landis and Eleanor Berg

Following President's Cabinet approval, Dr. Terrell recommended to the Board of Governors that both Eleanor Berg and Jill Landis be approved for promotion from Assistant Professor to Associate Professor effective July 1, 2017. On a Sponaugle/Hakala motion, the promotions were approved with all in favor.

3. Presentation: Jennifer Aries, CEO, 25th Hour Communications (via Skype)

Dr. Terrell introduced Jennifer Aries as having been recommended to him by AACC because of her background in marketing and work with rural community colleges. J. Aries' company, 25th Hour Communications, has been hired by Eastern to help improve summer and fall 2017 enrollments.

R. Tissue welcomed J. Aries to the Board of Governors meeting. J. Aries introduced herself to the Board members, and described 25th Hour Communications as a "virtual company" of 18 employees located around the country. This approach helps keep costs down, and saves taxpayers money. J. Aries reported that she had already met with the President's Cabinet, the Communication Vision Team, S. Watts, A. Oliverio, Learner

Support Services, the NewBiz Launchpad, has updated the media list, and has started reviewing the college's website and social media. In addition, a survey has been developed which has been shared with current Eastern students, and will be shared with high school seniors in the six county service area. Responses to these surveys will guide the approach that 25th Hour Communications will take toward improving summer and fall 2017 enrollments. J. Aries will deploy "secret shoppers" to determine whether operations are working correctly, and will visit campus in late March/early April. She will also put into place outreach to former and current students to help improve retention, parents of prospective students, and guidance counselors. Her staff includes a VP for Creative Services who oversees writers, graphic designers, and digital media specialists, a CFO, and J. Aries is responsible for planning and strategy. J. Aries will be on the President's Cabinet agenda throughout the course of the six-month contract to provide updates to the Cabinet via Skype. Her presentation to the Board of Governors began at 12:00 noon and concluded at 12:30pm. .

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

a. Student Access and Success

CAMPUS	HeadCount	FTE
Eastern	467	250.8
Workforce	23	10.5
sum	490	261.3

Unduplicated Total 488 261.3

Dr. Terrell presented updated totals to the Board of Governors which now reflect an unduplicated headcount total of 514, and an unduplicated FTE total of 270.3. R. Tissue requested that an enrollment update be part of every Board of Governors agenda, and asked about the impact to Eastern's budget. Dr. Terrell reported that the declining enrollment trend cannot continue. While a carryover from last year helps us this year, that carryover cannot be guaranteed for future years, and Eastern needs to have a 25% reserve for every budget. R. Tissue requested that the result of the results of the student survey by 25th Hour Communications be shared with the Board of Governors as the results will provide the Board of Governors with empirical data.

b. Teaching and Learning

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i. BET Advisory Committee meeting 01/25/17

C. Hakala reported that the first BET Advisory Committee meeting went very well, with several participants volunteering to serve as adjunct faculty and making subtle changes to some course descriptions. A. Oliverio will participate in Higher Education Day in Charleston on March 15, 2017 to promote the program.

c. Community Engagement and Partnerships

i. Cosmetology Mineral County

Dr. Terrell reported that the WV Board of Barbers and Cosmetologists has approved the Mineral County site and is now working on the Hampshire County site. B. LaVorgna testified before legislators in Charleston yesterday and today supporting a change to the code which will then move on to the judiciary. Dr. Terrell and R. Tissue will meet later today in Petersburg with Superintendents in an effort to resolve the South Branch issue.

ii. Mineral County Day

Dr. Terrell reported that B. LaVorgna attended and had good interactions with legislators and others.

d. Culture of Innovation

i. NACCE meeting 2/16-17

Dr. Terrell also has other meetings scheduled in the Capitol.

ii. Agritourism Course

In cooperation with WVU and Hardy County Extension.

iii. Agriculture Action Council-Greg Greenwalt

G. Greenwalt reported that J. Kapp and T. Metzger are doing a good job in keeping everyone involved. Regular meetings are being held with increasing attendance, and many workshops are planned for the community, all funded by grants. M. O'Leary will distribute fliers to members of the Board of Governors.

e. Resources

i. Finances

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1. Foundation update

- a. FNB
- b. M&T Bank

Dr. Terrell reported that he is working with M&T to establish a scholarship for Keyser High School.

- c. Wardensville Garden Market

Dr. Terrell reported that he is working with the Wardensville Garden Market to establish two to three scholarships for East Hardy and Moorefield High Schools.

ii. Facilities

1. Solar Shed MTV Solar

Dr. Terrell reported having sent an initial grant proposal to the Appalachian Stewardship Foundation. Yesterday, he received a request for a full grant proposal. Dr. Terrell is also pursuing matching funds.

2. Parking lot pre-approval for funding

Dr. Terrell reported that a final proposal is being submitted to the WV EPA.

3. HEPC Energy Savings Loan 0% interest 50,000-1,000,000

iii. Human Resources

1. Consortium Director

Dr. Terrell reported that the position is now advertised, and that the Governance Manual and Organizational Chart will be updated.

iv. Technology

1. 8 new printers for academic labs

Dr. Terrell reported that the eight new printers have been installed, and were funded by the technology fee.

v. Communications and Marketing

1. Higher Education Day, March 15 Farm Credit

Dr. Terrell reported that invitations to breakfast, sponsored by Farm Credit, have been mailed to legislators and other guests.

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The breakfast will take place in the Governor's Cabinet and Conference Room, and will be hosted by Chair Tissue and Dr. Terrell.

2. Entrepreneurship & Innovation Day, March 16 Tina Metzger & Lindsey Teets

Dr. Terrell reported that T. Metzger and L. Teets will be interacting with legislators in Charleston.

vi. AP 220 Grant

1. Conference call with federal officer-Chris Ransome

Dr. Terrell reported that the initial call with C. Ransome and B. LaVorgna went very well. The AP220 binder shared with meeting participants was also shared with C. Ransome.

vii. Grants

1. Appalachian Stewardship Foundation
2. Dominion Power

Dr. Terrell reported that he is pursuing grant opportunities with Dominion Power.

5. Board Chair and Committee Reports

- a. WV Board of Governors Association

No report.

- b. Classified Staff update – Laurel Godlove

L. Godlove reported that Dr. Terrell met with Classified Staff last week and that several issues, including salary increases, budget cuts, and BTG funding, were raised. Dr. Terrell reported on the possibility of a new cybersecurity program, and L. Godlove reported that new staff have been assigned to HLC teams.

- c. Faculty update – Curtis Hakala

C. Hakala reported that Dr. Terrell met with the Faculty Assembly last week. M. Edelen has started as Elementary Education Coordinator, and Faculty Fridays have been embraced by the faculty. WV BON visits Eastern April 12 – 14, 2017.

- d. Student update – Theda May – *No report.*

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6. Campus Safety and Security

7. Important Calendar Dates

a. HLC

February, 2017	Leadership Team meets to review progress/status of Criterion Teams.
February 14, 2017	All College Meeting: HLC Comprehensive Evaluation Update; Criterion Taskforce presentations of findings, questions/concerns, and next steps
March 1, 2017 – April 28, 2017	Criterion Taskforce Leaders post revised drafts of assurance arguments <u>and</u> supporting documentation on Share File. Leadership Team reviews drafts of Assurance Arguments for edits, unresolved issues, etc.
March 30 - April 4, 2017	Leadership Team and Eastern Staff attend the HLC Annual Conference in Chicago
March/April, 2017 TBD	Leadership Team meets with Dr. Jeff Rosen while attending the HLC Annual Conference
April 1, 2017 – November 14, 2017	Documents Facilitator and Taskforce on Documents build and complete documentation resource files (Share File) and identify documents for uploading onto Assurance System.
April 1, 2017 – March 14, 2018	Documents Facilitator and Taskforce on Documents build and complete on-campus documentation resource files.
May 26, 2017	Initial full draft of Criterion Assurance Arguments completed by Criterion Taskforce Leaders (Criteria 1 – 5) to be posted on Share File Dr. Terrell or designee completes draft of Introduction. Dr. Terrell reviews/approves draft of introduction.

Dr. Terrell reported that all HLC Teams are on schedule. An all-staff HLC meeting was held yesterday, and the college is investigating hiring an HLC Document reviewer. The HLC conference is in Chicago in April and, along with Dr. Terrell, P. Reardon, M. Wilson, D. Phillips, and C. Hakala will also attend.

b. Other

8. New Business/Miscellaneous

a. Upcoming committee meetings Finance

Dr. Terrell indicated that a meeting of the Finance Committee needs to be scheduled.

Next Scheduled Meeting: Wednesday, March 22, 2017

Adjournment: *Meeting adjourned at 1:03pm.*

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Respectfully submitted by Michael O'Leary, recorder.



Scott Staley, Vice-Chair

3/22/17

Date