

**CLASSIFIED EMPLOYEES COUNCIL
MINUTES
OCTOBER 18, 2016**

Cumberland Room – Student Center

Present: Sharon Carpenter, Nancy Cowherd, Melody Gillespie, Brian Hammond, Ken Harbaugh, Ann Hoover, Karen James, Ramona Kissel, Diane Shewbridge, Paula Wamsley, Marian Willauer

Absent: Peg Swisher

Guests: Jayne Angle; Marie DeWalt, Director of Human Resources; William Sommers, Vice-President of Enrollment Management

Chair Brian Hammond called the meeting to order at 9:00 a.m.

Approval of the minutes of the Classified Employees Council August and September meetings: moved, seconded, and passed.

The regular agenda was suspended to introduce Bill Sommers, Vice President of Enrollment Management.

Sommers: Explained that at Shepherd, Enrollment Management is made up of three functions/departments: Admissions, Financial Aid, and the Registrar's Office.

These three areas provide the following services:

- **On Boarding**, or bringing students to the University
- **Persistence** (retention), of students once they're here to ensure that they graduate
- **Graduation**, which will help students to launch successful careers, and then advocate for and give back to the University if they can.

About On Boarding: Many departments, including financial aid, registrar's office, student affairs, athletics, academic affairs, residence life, international students, facilities, etc., work with on boarding. A student's first impression of the university, including physical appearance and all the functions that employees perform, helps to sell the University. Financial Aid assists students by awarding federal and institutional aid.

There is a lot of overlap of in all of the three areas that make up Enrollment Management. Everyone on campus helps to recruit students through interactions with them on campus.

In regard to the financial difficulties that institutions of higher education have experienced nationwide, Sommers talked about what he called the "perfect storm." Since about 2008-09, traditional aged students have been on decline almost everywhere in the U.S. At the same time, we have the same number of schools competing for fewer students, making enrollment more difficult. State funding of schools everywhere has declined for the last decade. That will not change. The media is not doing Higher Education any favors: students graduate with lots of debt, which is spun in a negative light. The media questions whether the amount of debt that students incur is actually worth the kinds of jobs they are getting following graduation. Sommers sees the accrued debt as a lifetime investment, which will pay-off over the career lifetime.

What are we doing about the "perfect storm?" We use a four pronged approach:

1. Strengthen the Shepherd brand: Tell our story: our website has been improved for future students: it is more user-friendly and enhances our brand. It tells our story visually using photography, including aerial photography. We are doing more digital outreach to young prospective students. The University website is the number one element used by prospective students.

2. Marketing/recruiting: we now have an annual recruitment plan on paper that covers recruitment of all sectors of students. We have enhanced our open houses and track students' engagement in all sectors of university recruitment activities. Cappex is a student focused approach, used by Admissions, that creates a partnership to match prospective students with compatible colleges.

3. Improved Enrollment Management technology: we are creating a 3 - 5 year strategic view to identify which future students we can attract.

4. At the same time, we are trying to diversify our audience, e.g., international students and adult learners, and grow our undergraduate/graduate programs that might attract a different sector of students.

The two top reasons that students fail to persist at Shepherd are lack of academic preparedness and financial inability to pay.

Brian thanked Mr. Sommers for attending our meeting and sharing his Enrollment Management strategy.

REPORTS

ACCE (Advisory Council of Classified Employees):

Ken Harbaugh

ACCE met yesterday on campus. Some of the CEC reps and Marie attended and interacted with members of ACCE. President Hendrix addressed the group and discussed topics, including health insurance, with the group.

ACCE Committees were set yesterday and will be making reports to LOCEA.

A discussion included the effectiveness of the HEPC and how or if the structure of Higher Education should be reorganized.

Another discussion included the need for furlough and lay off policy descriptions to be clarified and documented. The question of whether a state policy should be written instead of the individual institutions creating their own policies. ACCE believes that HEPC needs to give guidance to the institutions.

Mona: pleased that Dr. Hendrix attended and spent time there. One thing that Dr. Hendrix suggested is that institutions might seek their own insurance coverage outside the state system.

ACCE recommended that their reps go back to their Presidents and ask what kind of oversight system they would favor: Board of regents, HEPC, etc. A big consideration will be how much local authority each institution would have.

ACCE expresses concern about lack of accountability within state institutions and the governing boards.

Board of Governors:

Ramona Kissel

Mona pointed out highlights of her report. This year Shepherd had 20 new international students enroll in fall 2016 compared to six last year. The new residence hall building project is on budget/on schedule. The Medical facility project is to be located near BB&T bank. The medical facility would provide substantially the same scope of services to currently enrolled Shepherd students as are currently provided at the Health Center. The medical facility would provide broader urgent care and physician care services to students, employees and the Shepherdstown community, on a traditional basis; the medical facility would provide important clinical practice experiences for Shepherd’s students enrolled in the undergraduate and graduate nursing programs;

Refinancing of bonds: the University is asking for rfp's from local banks which might give a more favorable rate on existing bonds.

The Board of Governors approved the development of a Bachelor of Science in Engineering Science and authorized the President to file an Intent to Plan with the Higher Education Policy Commission for approval.

The Board of Governors will next meet on November 16, 2016.

To read Mona's full report, [click here](#).

Staff Development:

Marian Willauer

Marian reported that \$3,827.44 had been expensed from the Classified Council Professional Development budget as of October 18, 2016. That leaves a balance of \$8,421.56, of which \$564.00 went toward travel expenses.

Scholarship:

Theresa Smith

No Report.

Legislative:

No Chair

No Report.

Special Events:

Virginia Haddock and Peg Swisher, Co-Chairs

The holiday luncheon is being planned to take place in the Ballroom, on December 1. A "Victorian" dinner will be served at a charge of about \$8.50 per person. The Council agreed to have the Special Events committee continue planning for this event.

Safety/B & G:

Brian Hammond

No report; the committee did not meet.

Unfinished Business

None.

New Business:

Marie DeWalt distributed the 2016 Great Colleges to Work For report which reflects Dr. Shipley's administration.

Ken: Although he has reported much negative news, he feels very positive about the direction of the university. Council should have guest speakers from various departments at each meeting in order to learn and understand how the university is operating.

The next regularly scheduled Classified Employees Council meeting is November 21 at 9 a.m.

It was Moved, Seconded and Passed that the meeting be adjourned at 11:30 a.m.

Respectively Submitted,

Nancy Cowherd, CEC Secretary