

Meeting Minutes of the Shepherd University Assembly

Fall 2018 / Monday, September 10, 2018

4:10 p.m. / Erma Ora Byrd Hall Auditorium

(Reception immediately preceding at 3:35 PM)

I. **Call to Order: Christian Benefiel**

Called to order at 4:10pm

II. **Approval of Minutes of the Spring 2018 Assembly Meeting: Christian Benefiel**

m/s/p • no opposed no discussion

III. President's Report: Dr. Mary J.C. Hendrix

The President's Report can be found at <https://www.shepherd.edu/assembly/>

Report Presentation Outline

- **Benchmarking Progress and Priorities**

Primary Goal: Attain financial stability to provide a world-class liberal arts education for the next generation of professional leaders and model citizens, and to serve as an educational resource for the community.

- Priorities 1, 2, 5 completed
- Priority 3: To increase extramural funding by at least 10% each year over the next five years to achieve a minimum of \$3 million annually. (FY2018 and FY2019 to date \$1,202,931)
- Priority 4: To advance public/private partnerships through Shepherd's Entrepreneurship and Research Corporation (SERC) — to support ongoing and new initiatives.

- **[Strategic Plan Overview](#) – Bill Sommers (VP for Enrollment Management)**

The Shepherd Image– Goal 1: Create a unified visual and communications identity that clearly relays to prospective students, collaborative partners, and the greater community, Shepherd University's distinctive brand of academic excellence and innovative spirit.

The Student Experience– Goal 2: Empower and support Shepherd's increasingly diverse students as they pursue a rigorous and transformative education that includes academic experiences beyond the classroom, preparing them for ongoing and future academic and career growth.

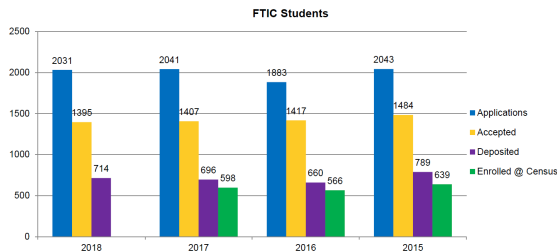
The Employee Experience– Goal 3: Encourage, recognize and reward faculty and staff for their contributions to the University's mission, within a collaborative working environment that fosters academic freedom and professional growth.

The Campus Environment – Goal 4: Establish a financially and environmentally sustainable campus environment.

• **Fall 2018 Student Enrollment – Bill Sommers (See Full report for details)**

First-time in College (Freshman) Admission Build

	2018	2017
• Admission Conversion Rates	69%	69%
• Application to Accept	51%	49%
• Accept to Deposit	8%	7%
• Deposit Cancellations (Melt)		



University Enrollment Build

- Targets were established in conjunction with FY2019 budgeting process
- Predictive modeling was used to calculate targets

Headcount by Student Type	Fall 2018 Build	Fall 2018 Targets	% of Target
Continuing UG	1947	1905	102.2%
New Freshman	612	590	103.7%
Re-admit	41	40	102.5%
New Transfer	306	330	92.7%
Continuing Master's	103	100	103.0%
New Master's Student	45	80	56.3%
Total Degree Seeking Enrollment	3054	3045	100.3%
Non-degree UG	497	500	99.4%
Non-degree GR	36	100	36.0%
Total University Enrollment	3587	3645	88.4%

- Build numbers as of 8/31/18 (end of drop/add week)
- Drop for non-payment-September 12, 2018

• **FY2019 Budget – Pam Stevens (VP for Finance)**

- Recruit and Retain Students
- Develop Strategic Growth in Academic Programs
- Reduce Unnecessary Expenditures (All budgets were reduced to fund a pay raise for all FT/PT employees)
- Opportunities – Campus Wide
 - Finance – Early Intervention for Student Account Collections
 - Bookstore Outsourced to Follett
 - Dining Services Outsourced to Chartwells
 - Energy Reduction Cost Savings (\$400,000 vs. \$374,536)
 - Reduction in Commercial Facilities Services (\$220,000)
 - Cost Savings Associated with New Frontier Contract (\$75,000)
- Revenue Growth – New Opportunities
 - Examples: Applied Business Lab and New Grant Programs
- **Select New Initiatives**
 - **Veterans to Agriculture** Degree & Certificate Program and Tabler Farm USDA \$600K grant to pursue this program
 - **Martinsburg Regional Airport** – intern opportunities and purchased aero-smith and seeking 4 interns come to shepherd, come fly with us.
 - **SERC >** Center for Regional Innovation / Applied Business Laboratory / Potomac Applied Business Company
 - **Turner and Kenamond** — There are multiple potential uses to design the remodel of these buildings, possible room use considerations include: Quality Improvement Teams, Software Testing Labs, Hardware Testing Labs, Event Space, Conference Facilities, Office Space, Student Groups, Workforce Training Classrooms, Academic Classrooms, Independent Living Facility
 - **Dinner with Strangers Initiative** (host family in a specific discipline) to offer advice and learn from the students to extend network
 - **WV Politics in Higher Education** — Public comment period • Blue Ribbon Commission to be completed by 12/10/2018 • Search for new interim chancellor put on hold till the result of the BR commission
 - **ROI for Investment** in State Schools
 - SOURCE IMPACT: <http://www.wvhepc.edu/west-virginias-public-higher-education-institutions-have-2-7-billion-impact-on-state/>
 - WVU-Main Campus: \$1.4 billion
 - Marshall University: \$397.7 million

- Shepherd University: \$91.1 million
- Fairmont State University: \$82.6 million

School	Impact	Investment (State Funds)	ROI (Impact / Investment)
WVU	1,400,000,000	102,931,727	13.60
Shepherd	91,100,000	9,360,954	9.73
Marshall	398,000,000	44,499,000	8.94
Fairmont	82,600,000	14,579,417	5.66

- [Advocacy site as a portal](#) for information
 - Shepherd University has created this advocacy page to help our alumni, faculty, staff, students, and community members keep up-to-date with the issues that could impact Shepherd and higher education in the state of West Virginia.
 - A second version of the funding formula was unveiled on August 24, 2018, which reduces Shepherd's proposed allocation of \$3.4 million additional annual appropriation to \$2.3 million.
 - There is an additional proposal under consideration that would give Shepherd \$2,840,000 for FY2019, based on funds from the State's \$28 million surplus in FY2018. The legislature would have to approve this.

IV. Proposed Amendment to the Shepherd University Constitution: Dr. Laura Renninger

Changes Article IV. section 7 instances of the term "Assistant Dean of Teaching, Learning and Instructional Resources" to "Director of Academic Advisement" to reflect changes in admin at CTL.
Available on the Assembly website

m/s/p – no opposition – official ballot will come in your inbox
Final Tally of Amendment #1 — Yes: 99 votes (93%) • No: 7 votes (7%)

V. Proposed Amendment to the constitution: Sonya Sholley

Changes Article V. Section 4, letter g. "Vice President for Finance" or designee ex officio
m/s/p – no opposition – official ballot will come in your inbox

Final Tally of Amendment #2: Yes: 100 votes (94%) • No: 7 votes (6%)

VI. Motion To strike certification of graduates from purposes of the Assembly: Tracy Seffers

effort to relieve time in the agenda and graduates will still be certified it just won't be the blessing at the assembly

m/s/p – no opposition – official ballot will come in your inbox
Final Tally of Amendment #3: Yes: 98 votes (95%) • No: 5 votes (5%)

VII. Proposed amendment to the constitution: Tracy Seffers

Amends Article II, Section 1, letter e to reflect Potential changes to Purposes of the Assembly.
m/s/p – no opposition – official ballot will come in your inbox

Final Tally of Amendment #4: Yes: 104 votes (97%) • No: 3 votes (3%)

VIII. Reports to the Assembly

A. Advisory Council of Faculty: Dr. Max Guirguis

The ACF developed the following six issues for the 2018-2019 academic year at its annual retreat:

1. Provide a steady stream of revenue for the higher education of WV students.
2. Fund PEIA to meet the growing needs of WV public employees for affordable and accessible healthcare.
3. Support the critical work of the HEPC and CCTCE to ensure transparency and oversight at colleges and universities in administering higher education.
4. Include faculty in planning and decision making processes that affect the higher education of WV students.
5. Preserve the autonomy of Boards of Governors to regulate safety and security of the campus community.
6. Promote ethical behavior and due process for faculty in higher education.

Issues #5 and #6 are new. Issue #5 is about preserving the ability of the board to control guns on campus, and #6 is about protecting the institution of tenure and preventing conflict of interest whenever possible.

ACF members have been asked to submit these points to their Faculty Senate for endorsement. The Faculty Senate will vote on these at the first Senate meeting.

There were no legislative guests at the retreat this year but several HEPC officials attended. They talked about the new funding model, and the challenges facing higher education in WV.

The new funding model is still being finalized. The latest modification was to extend the safety net from 3 years to 8 years, so that no institution would see any negative change in its budget for 8 years. This is only a recommendation. It's up to the state legislature to decide how long the safety net will be in effect.

Carolyn Long, the interim chancellor of the HEPC, was a guest at the ACF's August meeting. She announced that she would not seek the permanent position, and promised to give equal weight to all propositions and viewpoints. It was obvious from her comments that she was trying to ease public concerns about her leadership, and to dispel the charge that she's incapable of being objective by virtue of her close association with the WVU system.

The governor's Blue Ribbon commission that will review the state of higher education is in full swing. Unfortunately, the faculty don't have a voice on the commission, but faculty members can make their voice heard by making comments on the commission's website:

<https://wvblueribbonhighered.org/feedback>

B. President of Faculty Senate: Dr. Christopher Lovelace

At our last April meeting, we seated the 2018-2020 Faculty Senate. I'd like to welcome all the new and returning Senators and thank them in advance for their service.

Also at our last April meeting, the Senate responded to policy changes at Concord and Fairmont universities that could have the effect of weakening tenure by passing a resolution, forwarded to our Board of Governors, that expresses the support of the faculty for the institution of tenure and our desire that our BOG consider that when discussing policy changes that could affect tenure.

Previously, faculty names for the grade appeal pool were voted on by C&I and endorsed by the Senate. Now, names of elected representatives from each college go directly to the Provost.

Last spring, there was discussion of whether the chairs of C&I, A&C, and Core Curriculum must come from Senate. That's the rule now; we're discussing alternatives.

Encourage faculty to apply for Senate-affiliated funding:

For example...

- Mini-grant up to \$500, deadline later this semester
- Create the Future Award for activities outside the US
- Information can be found on the [Senate Website](#), click on "Professional Development"
- If any full-time or adjunct faculty have a dependent who will attend Shepherd, apply for the Faculty Senate Scholarship. [Senate website: Scholarship & Awards](#)

Faculty Senate meetings are open to all and take place on the 1st and 3rd Monday at 3:10 in the Cumberland Room. I encourage faculty to attend and see how we conduct your business.

C. Advisory Council of Classified Employees: Jayne Angle

My name is Jayne Angle and I am serving as representative of Shepherd's Advisory Council of Classified Employees, known as ACCE. I work as an administrative associate, for Dean Benedict, for the College of arts and humanities.

I have only been in this position a very short time representing the staff of Shepherd as I learn the complexity and structure of higher education especially in the area of personnel issues and funding of our institution. ACCE's collective body is working towards these goals of Higher Ed while working with the state Legislators.

The purpose of ACCE is to serve as a representative body for all classified employees under the authority of the HEPC and the West Virginia Council for Community & Technical College Education. We are here to advise which is important to staff of these institutions. We hope that employees find value in this opportunity as it serves to enhance communication and also to have their voices heard at the state level. Changes are happening in Higher Education and we want to actively pursue the best for the staff of our institutions.

ACCEs number one priority is being visible in Charleston, WV, advocating for better funding for Higher Education, and communicating on our behalf with legislators. Along with the Advisory council of Faculty and President Mary Hendrix we join collectively to be unified as one voice to better represent the issues of Shepherd University.

ACCE was once sought after for input with code changes and legislative actions at the state level, however we are now reacting to these changes due to the current climate in Charleston, WV. We meet once a month and commit to being present during the legislative sessions to speak on behalf of our institutions. I welcome your concerns, ideas and questions, please do not hesitate to contact me.

[Please check out our website](#) to review agenda's and minutes from prior and upcoming meetings. Thank you for electing me as your representative and I look forward to serving at the best of my ability for the upcoming year.

D. Chair of Classified Employees Council: Cecelia Mason

The Classified Employees Council saw some changes over the past year. EG Moreland decided to step down as chair at the beginning of 2018 due to changes in his department. I ran for, and replaced him, as chair. I resigned as the representative to ACCE in May and Jayne Angle ran for and replaced me in that position starting in June. Jayne gave up being CEC secretary and Nancy Cowherd replaces her. Tracey Jones gave up her position as CEC vice chair and Tammy Gill was elected to that position.

There are fewer classified employees this year than there were last year, in part because the bookstore is now operated by Follett and dining services by Chartwells. All bookstore employees became Follett employees and all but six dining services employees became Chartwells employees. The six employees who remained on Shepherd's payroll did so because they are eligible to use their sick leave toward health insurance benefits after retirement and they would have lost that benefit had they transferred to Chartwells. Chartwells is reimbursing shepherd for the 6 employees even though they are on shepherd's payroll.

The Classified Employees Council budget, like all across campus, was cut this fiscal year. The training and development account was cut by \$2,460 and falls short of what was spent last year by \$1,132.76. The staff development committee is working to make sure the money left in the budget is made available to as many as possible who need it.

The budget to cover travel costs to attend ACCE meetings was cut by \$2,412, which is \$897 less than the \$3,447.10 that was spent in FY 2017-2018. Efforts are being made to keep the cost of travel to ACCE meetings to a minimum, while continuing to be involved in the organization.

The CEC voted to recommend, and President Hendrix approved, three classified employees for emeritus status—Larry Dowdy, media services; Sandra Pounds, Student Center/campus worker; and Wanda Smith, admissions. They were recognized during the May Board of Governor's meeting. The Emeritus Committee has been working to update the requirements for classified staff emeriti.

The event committee held a Grill Fest Luncheon at the Smallwood and Small Pavilion in April that was attended by many staff and faculty at a cost of \$5 per person, which allowed the committee to add \$100 to the Employee Children's Scholarship fund. This year, the scholarship fund is benefiting five employees' children who attend Shepherd. (5 scholarship were awarded to 5 employee students who are currently attending Shepherd)

E. Student Life Council: Dr. Laura Robertson

There is no SLC report since they have not met since the spring assembly. The first meeting will be Thursday Sept. 13.

IX. Dismissal: Christian Benefiel

Shepherd University Assembly was adjourned at 5:14pm