

**WASHINGTON STATE COMMUNITY COLLEGE
BOARD OF TRUSTEES**

Minutes of Regular Meeting – February 11, 2019

Roll Call. Chairman David Tenney called the meeting to order at 4:03 p.m. in the Washington State Community College Community Room. Dr. Vicky Wood, WSCC President, took roll call. The following Trustees were present: Chairman David Tenney, Mr. Bernie Anderson, Dr. Brad Carman, Mr. Daniel Pennock, Mr. David Vandenberg, Ms. Susan Vessels, and Ms. Bernita Jo Watson. Mr. Randy Barengo and Ms. Staci Matheney were absent.

Others present at the meeting included: Dr. Vicky Wood (President), Ms. Sarah Parker-Clever (VPAA), Mr. Jess Raines (VPFA), Ms. Amanda Herb (VPIA), Dr. Heather Kincaid (Dean H&S), Ms. Brenda Kornmiller (Dean BEPSLA), Mr. Terry Rataiczak (IT), Mr. Jesse Roush (Exec. Dir. WF Dev.), Mr. David Scheimann (Asst. Dean), Ms. Kathy Temple-Miller (Asst. Dean), Ms. Carrie Thrash (Dir. New Student Enrollment), Ms. Reba Bartrug (Dir. FA), Ms. Elizabeth Godfrey (Dir. Mkting.), Ms. Anne Smith (Exec. Asst. Pres./VPAA), Mr. Kenneth Wepler (HR), Ms. Jean Worstell (HR) and Mr. Mike Kelly (Marietta Times).

First order of business.

Chairman Tenney asked Mr. Bernie Anderson, appointed by Governor John Kasich, to stand and take the oath of office as a new Trustee. Mr. Anderson swore to "... promise and swear to support the Constitution of the United States and the Constitution of the State of Ohio, and to faithfully and impartially discharge the duties of the office, as a member of the Washington State Community College Board of Trustees." Trustee Anderson was invited by Chairman Tenney to introduce himself to the Trustees and the college community present.

Trustee Anderson is the President at Miba Bearings US, LLC. and resides in McConnelsville. He is originally from Morgan County and attended Morgan City Schools. He grew up on a dairy farm learning the value of hard work at an early age. He graduated from Otterbein in 1987. He worked in the insurance and food distribution industries as a programmer before joining MIBA in 1992. At MIBA, he worked his way up from a programmer, to a site manager, and then to his current position. MIBA is a family-owned Austrian firm that started 1929. The parent business works closely with the educational system in Austria, where high school students are brought in regularly for apprenticeship opportunities. There is a interwoven connectedness between industry and education greater than what is seen in the US. Trustee Anderson has been focused, since 2001, on working to tighten the relationships between workforce development and MIBA. He and his wife, a licensed chiropractor-practitioner/massage therapist, were drawn back to the rural life and moved to McConnelsville. He enjoys making SE Ohio a better place to live and would like to pay it forward to the next generation by serving as a Trustee at WSCC.

Recognition of Past Chairman

The recognition of past-Chairman Randy Barengo was tabled to the March Board meeting because Trustee Barengo was unable to attend the February meeting.

Approval of the agenda.

Chairman Tenney asked for changes to the agenda. There were no changes. Trustee Pennock moved to approve the agenda, Trustee Vandenberg seconded, and the motion passed with a roll call vote.

Chairman Tenney	Yes	Mr. Pennock	Yes
-----------------	-----	-------------	-----

Mr. Anderson	Yes	Mr. Vandenberg	Yes
Mr. Barengo	Absent	Ms. Vessels	Yes
Dr. Carman	Yes	Ms. Watson	Yes
Ms. Matheney	Absent		

The **February 11, 2019 agenda**, as presented, was approved as **Resolution R1-19**.

Approval of the minutes of the regular meeting.

Chairman Tenney presented the December 17, 2018 minutes and asked for corrections to the agenda. Changes were made to correct the executive decision voting roster to show Trustee Vandenberg as present and voting “yes,” and a deletion of repeated word. Trustee Vessels moved to approve the corrected December minutes, Trustee Vandenberg seconded, and the motion passed with a roll call vote.

Chairman Tenney	Yes	Mr. Pennock	Yes
Mr. Anderson	Yes	Mr. Vandenberg	Yes
Mr. Barengo	Absent	Ms. Vessels	Yes
Dr. Carman	Yes	Ms. Watson	Yes
Ms. Matheney	Absent		

The **December 17, 2018 WSCC Board meeting minutes** were approved as **Resolution R2-19**.

Public Comment.

None

Recognition of Guests.

Ms. Godfrey introduced the WSCC February Student of the Month, Mr. Cantor Schott, a senior at Caldwell High School, a CCP student graduating from both Caldwell HS and WSCC in May 2019; from WSCC with both an AS and AA, as a General Science Transfer and Liberal Arts Transfer. Mr. Schott addressed the Board and shared his WSCC experience and plans for the future.

Administrative Reports via Consent Agenda

Human Resources

Mr. Raines reviewed the Human Resources report. WSCC hired Mary LaBarre for the full-time faculty position for Associate Professor for the EARN (Education Advancement to Registered Nurse) Pathway, effective January 14, 2019; and eight part-time faculty were hired as lecturers for spring semester college programs.

WSCC is looking to fill an open position for a full-time Admissions Counselor. WSCC is interviewing applicants for part-time positions including: clinical faculty in Health & Sciences, a second Enrollment Support Specialist, Upward Bound instructors, and lecturer faculty in BEPSLA and Health & Sciences.

Please see the Human Resources Report for additional details.

Finance Report

Mr. Raines presented the Revenue and Expense and the Variance Report to the trustees. The WSCC budget is on target. Total revenues have not yet reached budget, which is simply a matter of the timing. There has been a slight increase in enrollment and the Tuition & Fees. Sales and Service shows a decreased fee income that comes from the low enrollment in welding and the fact that that OPOTA has not been run this academic year due to the lack of interest in law enforcement. Total revenues show an increase of 1% over the same period last year. In the general fund expenses, instructional expense is up slightly because of faculty and staff vacancies that were filled. Overall, the college is in a good financial position. Please see the Washington State Community College December 31, 2018 Financial Reports for additional details.

Bid Results for Main Building Window Replacement with Masonry and EIFS Repairs plus Surface Painting

Mr. Raines reported that WSCC had received and opened nine bids last Friday, February 1, 2019 where the apparent low bidder was Trisco Systems, Inc. of Lima, Ohio. Their bid was \$511,339 under the project budget. They intend to self-perform all of the work with the exception of the windows, which will be sub-contracted to Modern Glass, Paint, and Tile of Zanesville, Ohio. The windows will be a Kawneer bronze aluminum framing with solar cool solar bronze #1 glass, which is what we specified in the bid package. Trisco also wants to begin work earlier than the commencement date in areas that would not be disruptive to the educational environment. WSCC committed to working with them to achieve a mutually beneficial schedule. Mr. Raines noted that WSCC has done business with both of these companies in the past, found their work to be of high quality, and completed on time and within budget. 90% of the work is targeted to be completed by the start of fall sessions and all work cleanup and de-mobilization by the end of September 2019.

Chairman Tenney asked for a motion to accept the Consent Agenda as presented. Trustee Vandenberg moved to approve the Consent Agenda as presented, Trustee Watson seconded, and the motion passed with a roll call vote.

Chairman Tenney	Yes	Mr. Pennock	Yes
Mr. Anderson	Yes	Mr. Vandenberg	Yes
Mr. Barengo	Absent	Ms. Vessels	Yes
Dr. Carman	Yes	Ms. Watson	Yes
Ms. Matheney	Absent		

The **Consent Agenda** as presented was approved as **Resolution R3-19**.

President's Update

Dr. Vicky Wood offered to answer questions about the President's Report, included in the Board packet, and reviewed the following:

- Marietta City Schools and WSCC are strengthening their partnership and discussing the possibility of a cutting edge integrated campus. Superintendent Will Hampton has presented the idea to the Marietta City School Board.
- WSCC will be providing the space for meetings held by Rep. Bill Johnson who has formed a community action team exploring the location/funding for an indoor swimming pool in Marietta.
- Dr. Wood mentioned that she and Amanda Herb are part of *Enrich Marietta*, which is a community group creating a Comprehensive Economic Development Plan for Downtown Marietta.

- WSCC has hosted many high school visits; Marietta City BOE met at WSCC and toured campus; WSCC team visited Veritas; and an expansion of CCP is under review.
- Dr. Wood recognized Tiffany Arnold, a Ph.D in Appalachian Studies with Ohio University, who gave the keynote speech for the faculty inservice in January.
- Nick Arnold, IT/Data Specialist and adjunct faculty created Project Teal (Tutoring, Early Alerts, and Learning Research) as an enhanced advising and tutoring software support system for students and faculty. The support system will help advisors structure enhanced support services for students in need. Dr. Wood is proud of this innovative work.
- Elizabeth Godfrey provided social media training to the staff and faculty during January inservice to assist the college in increasing WSCC's social media footprint.
- The Board's Marketing Committee is considering a social media professional development training for the trustees.
- Thank you to Chairman Tenney who connected WSCC to the family of Patricia Anne McPeck. Mrs. McPeck's children generously endowed a new scholarship in her name for single parents.
- The Foundation Board of Directors are identifying ways to connect Foundation donors with student recipients on a regular basis.
- Jesse Roush has been working with Workforce Partnerships Manufacturing Association to establish a regional sector partnership for Southeast Ohio. Dr. Wood extended thanks to Trustee Anderson for his participation and interest in this initiative that could help bring state and federal funding to the region.

Advancement Update

Ms. Amanda Herb updated the information on spring enrollment by category. Enrollment headcount is 93% to the budgeted goal and the credit hour goal is about 92% to the budgeted goal. Compared to spring 2018, our headcount was up slightly and credit hours down about 2%. WSCC was able to grow in the full-pay category, which is comprised of degree seeking students. West Virginia enrollment is up 28% over last year. And as a percentage of the overall enrollment, the age group of 25+ is approximately 20% of the overall enrollment, and last year it was 17%. The reciprocity expansion is positively impacting enrollment. CCP did decline in both on-campus and at the high school; the on-campus credit hour decline indicating that the students were taking fewer classes than they have been in the past. CCP is traditionally focused on transfer-module courses reaching students who are already college-bound. WSCC is looking to partner with the high schools to expand to include the CCP categories to include technical classes in a program called "Class2Career" to expand the reach of CCP to those students who would not normally be college bound. There is an equity issue in CCP and WSCC wants to make sure that we are serving the underserved.

The issue of student transportation was broached and it was suggested that the high schools all have buses which drop off the high school students to the Career Center. It may be that the high schools can do the same for WSCC CCP students. It may be a service that can be provided as the CCP student base expands to include the technical students, so those students can attend WSCC. Transportation is an issue that concerns the trustees and the college administration.

The issue of budgeting was brought up and discussed. Ms. Herb explained that the budget projection was prepared in the prior spring for the following academic year. There are two 'wild cards' as regards CCP students: credentialing and student eligibility. If the high school plans to offer a CCP class, there must be teacher credentialed to teach that class in the high school to the CCP students. As the high schools have employee movement, they do not always have someone to take the place of the credentialed teacher (e.g., Shenandoah HS). Student eligibility is based on how the

students score on the Accuplacer. Although the student may wish to take the class, they may not be eligible to do so. Another consideration in 2018-19 has been that the POBA Academy has not been held, thereby impacting the budgeted enrollment.

Marketing Overview

Ad buys are increasing in the digital marketplace (internet ads, social medial, Google ads, with Spotify being a new buy this year, etc.) and the focus on digital marketing is to identify who we are reaching and the outcomes of the ads. WSCC marketing is on Ad hub, Spotify and social media using contextualized ads, search ads, and geo-targeted ads. WSCC is still advertising on Facebook with almost 40% of the activity coming from organic sharing/tagging/liking of fb users-which is completely free. WSCC will be targeting the WV market to continue to attract the adult student population and those graduating high school seniors interested in the technical programs leading to careers.

Academic Update

Dr. Wood introduced Ms. Sarah Parker-Clever, Vice President of Academic Affairs & Student Services. Ms. Parker-Clever announced that ODHE had approved the name change from Mechanical Engineering to Robotics and Mechatronics. Current mechanical engineering majors will be moved into the Robotics and Mechatronics major. Marketing and admissions are working to advertise the program to students. We have met the persistence goal of 78% (FA to SP students). Some of the highlights of the persistence include: computer security at 91%, Radiologic Technology at 93%, and Accounting (one-year certificate) at 94%. Opportunities exist in the transfer areas: Liberal Arts and the Business Management. Strengths in this area are the advisors and the advisors have been pulling data to make recommendations for student support. There has been a focus on scheduling and looking at the courses. WSCC has been looking at increasing the number of eight-week courses. There were seven eight-week courses run in the fall semester and there are currently twenty-two being run in the spring semester. There are faculty and programs interested in running eight-week courses. There are a number of courses running eight-week courses and looking at the data.

Open-Educational Resources (OER), which is developing courses without textbooks. The English faculty have stepped up and created two OER courses (English I and II). There are three more courses in development (Psychology, Government, and Statistics), which should help the students, as well as WSCC's high school partners.

Dr. Wood announced that WSCC is moving forward with an all-college commencement. This event will be held at Marietta College's Dyson-Baudo Center on May 18, 2019, Saturday, at 10:00 a.m. The pinnings will be coordinated through the health sciences department. The family members attending graduation will not have to be limited.

New/Old Business

Chairman Tenney noted that no questions had been asked about the Trustees Committee Assignments and the assignments would remain as assigned.

Chairman Tenney asked Dr. Wood to report on the Board of Trustees Board Assessment. Dr. Wood said that 100% of the trustees were participating and the results will very positive. An area of opportunity is the professional development offered to the trustees. Each year the OACC and the ACCT hold a Trustee Conference. Also, the trustees felt that the trustee orientation could be strengthened.

