





2. Hold two Board meetings per year that bring Academic, Finance, and Enrollment subcommittee discussions to the full Board.
3. Invite Vice Presidents to present oral Board briefings of any updates that occurred after submission of the Board update report included in the Board book.
4. Provide an annual report of Board strategic deliberations and actions to alumni via e mail and/or magazine/newsletter, e mail to faculty and staff, and post report on the Board website.
5. Request a semi annual report from the Alumni Association.

Include the vision of the Board in reference to the College's role in 2, 5, and 10 years in the contingency plan.

Report from Enrollment Subcommittee– Mr. Steve Gandee, Convener, reported:

1. The current Glenville State College Office of Admissions is committed to a personalized, individual recruitment effort. It has replaced a stagnant processing mentality with a proactive process of locate, engage and follow up.
2. The Office of Admissions has started looking for additional pools of prospective students by purchasing names with demographic and contact information from ACT, NRCCUA, and other student sources which was not a part of the recruitment plan in past years. The Board believes with the use of these tools, the

11. Increased collaboration is planned between the Office of Admissions and Marketing/Public Relations, so the most recruitment effective messaging can be produced and disseminated.

Mr. Gandee referenced Appendixes A and B included in the handout regarding additional detail about the recruitment plan for full time, on campus students in fall of 2015 and recent changes inside the Office of

Mr. Smith asked that the following information be included in the report to the Chancellor:

1. The College is in the process of hiring a new Public Relations/Marketing director.
2. Any grants received by the College needs to be included in the income report.

Questions/Comments included:

Q. In reference to the \$1.4 million in savings, is there a specific number assigned to each plan?

A. Mr. Butcher answered, "Yes," and noted that a lot of the information is being presented in general format.

Q. Can the College really raise the on line cap to above 30?

A. Dr. Peek replied, "Yes," and stated that the faculty can manage courses better on line rather than in the classroom.

Report from Resources and Contingencies Subcommittee– Dr. Bill Deel, Convener, reported the following:

The subcommittee recommends:

1. Adoption of a revised handbook as a good basic resource. It should include the section of State Code that outlines board members' duties.
2. The handbook, compact and strategic plan should be updated annually with changes and/or revisions provided to board members in sufficient time for them to familiarize themselves with it prior to the first meeting of the new academic year.
3. Orientation for new board members would include meeting individually with the President and principal staff prior to the board member's first board meeting.
4. At least two meetings per year should be in "retreat format" to allow in depth discussion of strategic topics (e.g. budget review, facilities plan update, priorities for coming academic year).
5. One of two "retreat format" sessions should be committed to updates on the campus compact and strategic plan. Members should identify other specific goals to look at also.
6. "Retreat format" would have presentations and discussions from 9:00 12:00, followed by lunch and the regular board meeting.
7. A simple ethics and confidentiality agreement should be sent to board members for review and signature prior to the first meeting of the new academic year and should be signed annually.
8. The need for confidentiality should be highlighted by the Chairperson at the first meeting of the new academic year.
9. At least two meetings should include board development activities. Board members would be polled on possible topics from which the Chairperson would decide in consultation with the President.



MOTION CARRIED, WITH ONE MEMBER ABSTAINING (MR. RALPH HOLDER).

Chairperson Heffelfinger referenced the action item on page 8 and commended all who contributed their time and worked on the subcommittee reports.

President Barr reported that more narratives will be included in the final report and a draft will be sent to the members for review prior to submission to the Chancellor.

GREG SMITH MOVED THAT THE BOARD OF GOVERNORS APPROVES THE PROPOSED RECOMMENDATION PREPARED BY THE BOARD TO SUBMIT TO THE CHANCELLOR IN RESPONSE TO ASSOCIATION OF GOVERNING BOARDS REPORT. BILL DEEL SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

#### New Business

Greg Smith requested a report displaying all the new programs that have been applied for by the College, such as nursing and driver's education along with a list of course offerings.

It was suggested that the reports could be discussed at an extended "retreat" meeting.

Dr. Peek responded that he will include the requested reports with his updates for the next meeting.

#### Announcements

Mr. Heffelfinger made the following announcements:

1. The next Executive Committee meeting is scheduled for March 25, 2015 and the next full Board meeting is scheduled for April 8, 2015.
2. Staff Council and Faculty Senate will meet with the Board directly following April's meeting in accordance with WV Codes §18 B 6 3(g) and §18B 6 6(g).

With no further business and hearing no objection, Chairperson Heffelfinger adjourned the meeting at 12:36 p.m.

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Richard Heffelfinger  
Chairperson

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Teresa Sterns  
Executive Assistant to the President