

Fall 2017 // Meeting of the Shepherd University Assembly Agenda

Monday, September 11, 2017 at 4:10 p.m. in Erma Ora Byrd Hall Auditorium
(Reception Honoring James Vigil immediately preceding at 3:30 PM)

- I. Call to Order—Christian Benefiel Meeting called to order at 4:10pm
- II. Approval of Minutes of the Spring 2017 Assembly Meeting —Christian Benefiel
Rhonda Smith (motioned to approve)
M/S/A —spring meeting minutes have been approved as presented
- III. President’s Report – Dr. Mary J.C. Hendrix

The President’s Fall Assembly Report can be found at the following link:

<http://www.shepherd.edu/wordpress-1/wp-content/uploads/2017/09/Presidents-Fall-Assembly-Presentation-FINAL.pdf>

We are still facing some financial challenges, but we are better positioned than spring. New initiatives have been launched to support the primary goal to attain financial stability.

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

- Priority 1: To invest strategically in a regional recruiter to focus on recruitment efforts in Loudoun County and Fairfax County — to impact enrollment.
- Priority 2: To expand the Office of Sponsored Programs (OSP) to support proposal writing and pre- and post - award services to PIs. (Director of OSP, Jessica Kump; Director of Strategic Research Initiatives, Dr. Jason Best)
- 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.
- Priority 4: To advance public/private partnerships through Shepherd’s Entrepreneurship and Research Corporation (SERC) — to support ongoing and new initiatives.

Highlights on Fall Enrollment / Overall degree-seeking student enrollment is improving when compared to Fall 2015 and 2016.

Continuing Undergraduate Students

- Continuing undergraduate (UG) students is lagging by 7% compared to Fall 2016
- 80% of UG students persisted from spring 2017 to Fall 2017 (+10% improvement when compared to last two years)

New Undergraduate Students

- Freshmen student enrollment is up 4.9% when compared to Fall 2016
- Transfer student enrollment is even with Fall 2016

New and Continuing Graduate Students

- Graduate student enrollment is up 5% compared to Fall 2016

We continue to move forward with key strategies:

Marketing & Recruiting

- Ramping up Digital Marketing Campaign
- Regional Recruiter - Loudoun and Fairfax Counties
- Leverage Scholarships and Aid (Metro Scholarship and Academic Department Tuition Waivers)
- Multicultural Student Recruiting Initiative
- Community College Partnerships, 2+2 Articulation Agreements
- High School Dual Enrollment to FT Degree Seeking Pipeline - Fall 2018

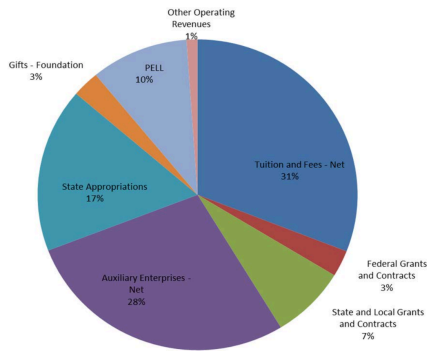
Student success (retention)

- Shepherd Success Academy
- Probation Recovery Academy
- Summer Enrollment and Housing (summer 2018)

Financials — presented by Tony Major

There is still continued reduction of state appropriations — only 2% in comparison to other schools. Reduction in tuition and fee revenues due to declining student enrollments, as a result we are using our cash. By making strategic reductions, we will be able to close the gap by FY 2022.

FY2018 Revenue Budget



Actions taken in FY 2017 contributed to \$3 Million Reduction in Expenditures from the FY2017 Budget Base
 We still need to make reductions in FY 2018 by looking at expenses by Function:

- Instruction
- Academic Support
- Student Services
- Institutional Support
- Auxiliary Expenses

And by a Combination Approach of “New” Revenue and Expense Reduction to Net \$2.7Million

- EXAMPLE: \$542,500 “New Revenue” (50 “New Students” at \$10,850) Blended Tuition and Fee Rate
- \$2,157,500 in Expense Reduction
- Other new sources of revenue will result in less expense reduction such as energy savings.
 - **James Vigil** — LED retrofit and temperature set back in the HVAC programs. Turning off electronics, central breakrooms vs. personal appliances in offices, etc. is saving about \$35K a month. The effort to make these changes is working.

Academic Affairs — Presented by Dr. Scott Beard to the BOG

Academic Program Evaluation Metrics



Dr. Beard Presented a graph of the Mean number of Majors Programs Area from 2012-2016. This graph can be seen in the PDF.

Shepherd has been looking at the Delaware Cost Study:

- Universal tool for benchmarking instructional costs, research, and public service; expenditures at the academic discipline level;
- Assists institutional data and unit alignment;
- Assists in identifying cost distortions;
- Ideal for program reviews and accreditation; and
- Ideal for establishing new program or department projections

We are operating as and efficient level and Shepherd operates close to the national norm. Academic Affairs will be looking for faculty/staff participation later this month to further investigate how to streamline operations.

New initiatives on the horizon // “Projecting a positive image and outlook”

1. **Enhance the Student Experience** // Potomac Place, commuter lounge no money spent, commuter parking lot.
2. **Advance Shepherd’s Reputation**// On Oct. 16 Shepherd University is partnering with Research!America for an event on innovation in the panhandle and Shepherd is at the center of this. Other events also contributed to the improvement of Shepherd’s reputation: President Lecture Series, Innovation Seminar and Networking Series, and the Biennial Symposium, Humanities in the 21st Century
3. **New sources of Revenue** // Development of Tabler Farms is a partnership with USDA and the Shepherd Success Fund — Vets-to-Ag project. Dr. Clarissa Mathews, chair of the Institute of Environmental and Physical Sciences, has been named the director a new program aimed at training veterans for jobs in agriculture and sustainable food production. Shepherd is teaming up with the WV National Guard Patriot Guardians Project to offer the training to veterans and members of the military and National Guard.). In addition, solar panels will be installed for energy production. Another source is the development of Potomac Performance Pavilion which would be similar to Wolf Trap and Ravinia for performance activities. Finally, the Project Applied Business Pipeline organized by Ben Martz and Holly Frye in the lower level of the dining hall. The co-work space will have work stations and include 20 students in an internship pool. Applied business council they have created the Potomac Applied Business Company (PABC). This is the first of several companies who will form a basis at Shepherd.

IV. Proposed Amendment to the Shepherd University Constitution- Alan Perdue

Changes appropriate instances of the term “School” to “College” to reflect new structure and organization of the university programs of study.

These changes are available on the Assembly website, at the following link:

<http://www.shepherd.edu/wordpress-1/wp-content/uploads/2017/08/CONSTITUTION-school-to-college-amendments.pdf>

Motion to accept Proposed Amendment / Second

- Discussion in regards to the vote / Discussion Closed
- Ballot for the proposed amendment will be sent via campus mail.

Reported on 9/27 — Ballot results have been returned:

Amendment I — Changing “school” to “college” passed 125 for to 6 Against.

V. Proposed Amendment to the Constitution- Christian Benefiel, Kristin Kaineg

Pertaining to Electronic Voting on Constitutional Amendments — Changes Article VIII Section 5 from

Christian presented the demo of the survey monkey ballot and how the results come back. The results of the Assembly vote would be posted on the Assembly website.

“On the fifth class day after the called meeting, the Assembly Cabinet will prepare and distribute ballots for each Assembly member in accordance with Robert’s Rules of Order. All ballots must be returned within five class days after the initial distribution. The Assembly Moderator will designate Assembly Cabinet members to count the ballots on the sixth day after distribution. The results will be recorded and distributed to all Assembly members.”

-to-

“By the fifth class day after the called meeting, the Assembly Cabinet, in consultation with University Communications and IT Services, will prepare online voting and electronically notify each Assembly member of the opening and closing dates of voting and give instructions on how to cast their ballot. ~~On the fifth class day after the called meeting, the Assembly Cabinet will prepare and distribute ballots for each Assembly member.~~ Should electronic voting not be feasible, the Assembly Cabinet may revert to paper balloting. These ballots will be prepared and distributed to Assembly members by the fifth class day after the called meeting. Both electronic and paper voting will follow the procedures outlined in Robert’s Rules of Order as closely as possible. ~~in accordance with Robert’s Rules of Order.~~ All votes must be cast within five class days after the ballots are made available. ~~All ballot measures must be returned within five class days after the initial distribution.~~ The Assembly Moderator will designate Assembly Cabinet members to verify the results of the ballot

measure(s) ~~count the ballots~~ on the sixth day after distribution. The results will be recorded and distributed to all Assembly members.

Motion to accept the proposed Amendment / Second

Discussion & questions:

Q: What password does it use?

A: A randomly generated password that it is linked with your email.

Q: Could the password be sent in a separate email?

A: Not a good idea.

Q: Survey Monkey can collect IP address, will this information be included?

A: All information including IP will be excluded and not be collected.

Q: How much does it cost?

A: The university already has an account and subscription for this service.

Q: Is it traceable back to the voter?

A: Not that we are aware. Tim would not be Admin and would not have access.

Q: Would we receive a second email to remind you to vote?

A: Not from the Assembly Cabinet since there are only 5 days to vote, but Survey Monkey might be able to send a second prompt to vote. We can look into it, but cannot promise anything.

Q: What about access to internet?

A: There are many labs on campus, but this can be accessed over a mobile device. And for the past 10 years, employees have had to fill out an online application. Both facilities and dining services have computers in their area for submitting leave and clock in and out.

Motion to close discussion / S / A

- Ballot for the proposed amendment will be sent via campus mail.

Reported on 9/27 — Ballot results have been returned:

Amendment II — Allowing for Electronic Balloting passed 123 for to 8 Against.

VI. Reports to the Assembly

A. Advisory Council of Faculty – Dr. Max Guirguis

ACF Report to Shepherd University Assembly – Sept. 11, 2017

The ACF has met twice so far this year. The first meeting was in July, which was the annual retreat, and the second meeting was on August 11, the same day the HEPC met. In the July meeting, we spent some time identifying and developing the main issues that we'll focus on this year. There are 6 issues for the 2017-2018 academic year:

For the WV Legislature:

- Create a steady stream of revenue for the higher education of WV students.
- Support the critical work of the HEPC and CTCC to ensure transparency and oversight at colleges and universities in administering higher education.
- Restore funding for student and faculty programs scheduled to be eliminated on July 1, 2018 per HB 2315.
- Secure the solvency of PEIA with adequate funding.

For the WV HEPC, CTCC, and Institutions of Higher Learning:

- Promote faculty rights and ethical behavior through educating administrators and faculty.
- Include faculty in decision-making processes that create initiatives and policies.

ACF members have been asked to submit these points to their Faculty Senate for endorsement. I have already sent these points to Dr. Chris Lovelace, the President of the Senate, so we can vote on them at the first Senate meeting.

Another important thing that happened at the retreat was meeting with two WV legislators: Senator Kenny Mann and Delegate David Pethtel. We expressed to them our concerns that many programs supported by the HEPC will be discontinued after this fiscal year, unless \$5.4 million of funding are restored to the HEPC.

The two guests were very supportive and very interested in working with ACF. Delegate Pethtel said, "We are at a point where we can't cut higher education funding anymore." Senator Mann agreed and said, "Education doesn't cost – it pays." So they both promised to do something about it in the next legislative session, but the final outcome rests with the entire state legislature and the governor.

The August meeting was shorter than the July meeting. We spent most of the meeting discussing the issues that were highlighted at the HEPC meeting that took place earlier the same day. The main and most concerning issue was the sanctions imposed on West Virginia by the US Dept of Education for the late submission of an audit report. The deadline was March 31st. The state provided the data on May 22nd, despite an advance warning by Education Dept.

The sanctions will affect all the colleges and universities in the state, because they won't be receiving federal funding for student loans and grants at start of the academic year. Rather, they would have to foot the bill and then get reimbursed by the federal government. Also, new academic programs will have to be approved by the Education Dept rather than the HEPC until the sanctions are lifted.

These sanctions have been appealed but the outcome is uncertain because WV has been noncompliant for three years in a row, not to mention that it was the only state in the country that failed to comply with the federal mandate in a timely manner. The sanctions have been appealed but the Education Dept has not yet acted on the appeal.

B. President of Faculty Senate – Dr. Christopher Lovelace

Following commencement last May, a subcommittee of Senators met with our Registrar, Dean of Graduate Studies, and Provost to work out the language for a policy that permits students who have not yet fulfilled the requirements for graduation to participate in commencement. That language will be coming before the full Faculty Senate next week.

Last year, there was a change to the process by which staff are awarded emeritus status. We'll discuss in Senate whether the faculty want to make a similar change. I expect that the Senate will continue our discussion of faculty service workload.

I'd like to end by thanking the Senate officers, Mary Hancock who was re-elected as Senate Secretary last spring and Georgiann Toole whom I've appointed as Senate Parliamentarian. I'd also like to thank Heidi Hanrahan for stepping up to serve as the interim chair of C&I. We'll have elections for C&I, A&C, and Core Curriculum at our first Senate meeting.

C. Advisory Council of Classified Employees – Cecelia Mason

First ACE meeting is next week and does not have a report for the Fall Assembly Meeting.

D. Chair of Classified Employees Council – E.G. Moreland

We are still getting new council together and having discussion for the CEC next steps. There will be more to report at the Spring Assembly. Thank you to Brian Hammond and Ken Harbaugh for their assistance in the transition.

E. Student Life Council – Dr. Jonathan Gilkerson

SLC has only had one meeting since the Spring Assembly. Since then, the student handbook and policies have been the focus of discussion — specifically policies on Title IX and underage drinking. As a result of this discussion, SLC has voted to move forward to change the policy for punitive action for underage drinking. Exposed to underage drinking but not drinking themselves and SLC voted to move forward to make that change. The first SLC meeting will be Thursday September 14 and will have more SLC updates at the spring meeting.

VII. Meeting Dismissal — Christian Benefiel

Meeting adjourned at 5:06pm — M/S/A

Respectfully Submitted by Kristin Kaineg