

Shepherd

UNIVERSITY

Board of Governors

Shepherd's Foundations of Health and Physical Education class gain hands-on skills by working with preschool students from Morgan Academy.



Meeting Agenda

December 19, 2019

Board Members

Eric Lewis, Chair

Gat Caperton, Vice Chair

Henry Kayes, Jr., Secretary

Ray Alvarez Allison Lott, Student

David Avella Robert Marggraf

Jim Cheny Tia McMillan

Ramona Kissel, Classified Staff Elizabeth Rini, Faculty

Mary J.C. Hendrix, President



Board of Governors Meeting

December 19, 2019

Lower Level Multipurpose Room

Robert C. Byrd Center for Congressional History and Education

Shepherdstown, WV

4:15 – 6:00 p.m.

AGENDA

- 4:15 p.m. 1. **Call to Order** (Chair Eric Lewis)
- 4:16 p.m. 2. **Public Comments**
- 4:18 p.m. 3. **Consent Agenda Items** (Chair Lewis)
- a. Consent Agenda
 - b. Approval of the Minutes of November 14, 2019 Board Meeting
- 4:19 p.m. 4. **Task Force Update** (Chair Lewis)
- 4:40 p.m. 5. **President's Report** (President Hendrix)
- 4:50 p.m. 6. **Classified Employees Council (CEC) Annual Report** (Ms. Amy Speck, Chair of the CEC and Senior Administrative Coordinator to the Provost)
- 4:57 p.m. 7. **Report of the Academic Programs and Development Committee** (Ms. Tia McMillan)
- a. University Development Annual Report
 - b. Higher Learning Commission Visit for Distance Education
 - c. Task Force – Academic Programs Sub-Committee Update
- 5:07 p.m. 8. **Report of the Enrollment, Student and Community Affairs Committee** (Mr. Gat Caperton)
- a. Student Affairs Annual Report
 - b. Campus Services Annual Report
- 5:17 p.m. 9. **Report of the Finance and Facilities Committee** (Mr. Henry Kayes, Jr.)
- a. 2020-2021 Housing, Dining and Other Fees Discussion (Mrs. Pam Stevens, Vice President for Finance, Mr. Jack Shaw, Vice President for Campus Services, and Mr. Bill Sommers, Vice President for Enrollment Management and Student Success)
- 5:27 p.m. 10. **New Business** (Chair Lewis)
- 5:40 p.m. **Adjournment**



Board of Governors Meeting

December 19, 2019

Lower Level Multipurpose Room

Robert C. Byrd Center for Congressional History and Education

Shepherdstown, WV

3:00 – 4:00 p.m.

COMMITTEE AGENDAS

Academic Programs and Development Committee

**Lower Level Multipurpose Room, Robert C. Byrd Center for
Congressional History and Education**

- University Development Annual Report
- HLC Visit for Distance Education (February 24-25, 2020)
- Task Force – Academic Programs Sub-Committee Update

Ms. Tia McMillan, Chair

Mr. Ray Alvarez

Mr. David Avella

Ms. Mona Kissel

Dr. Scott Beard, Staff

Ms. Monica Lingenfelter, Staff

Enrollment, Student and Community Affairs Committee

Room 202, Ikenberry Hall

- Student Affairs Annual Report
- Campus Services Annual Report

Mr. Gat Caperton, Chair

Dr. Jim Cherry

Ms. Allison Lott

Dr. John Adams, Staff

Ms. Holly Morgan-Frye, Staff

Mr. Bill Sommers, Staff

2019-2020 Board of Governors Meeting Dates Remaining

- February 13, 2020
- April 23, 2020
- June 11, 2020

CONSENT AGENDA

Per the Board's Consent Agenda protocols:

- 1) Any member may email the Board Chair and the President to request extraction of one or more items from the Consent Agenda and inclusion in the Discussion Agenda. Any such request should be emailed before end of day Sunday, December 15, 2019. The Agenda Book would not be re-formatted, but the formal Agenda for the meeting would be adjusted to accommodate such requests, and modified draft resolutions would be completed and distributed prior to the December 19 meeting.
- 2) During the Board meeting, as the Consent Agenda is initiated, any member may move the extraction of one or more items to the Discussion Agenda. Upon a majority vote of the Board, the agenda would be so modified.

The following resolution is recommended for adoption by the Board:

RESOLVED, That the Shepherd University Board of Governors approves:

- 1) The Minutes of the Meeting of November 14, 2019;
as presented in the Agenda materials of December 19, 2019.

SHEPHERD UNIVERSITY BOARD OF GOVERNORS

MINUTES OF THE MEETING OF NOVEMBER 14, 2019

The Shepherd University Board of Governors met on November 14, 2019 in a regular meeting. Members participating were: Ray Alvarez (phone), Gat Caperton, Jim Cherry (phone), Henry Kayes, Jr., Ramona Kissel, Eric Lewis, Allison Lott, Robert Marggraf, Tia McMillan, and Elizabeth Rini. Also present were Shepherd University President Mary J.C. Hendrix, members of the executive leadership team and others. Board member David Avella was absent from the meeting.

1. PUBLIC COMMENTS

No public comments were made.

2. CONSENT AGENDA ITEMS

M (Kayes), S (Kissel), PASSED, all members participating by phone were polled (Mr. Alvarez joined the meeting subsequently), that the following resolution be adopted by the Board:

RESOLVED, That the Shepherd University Board of Governors approves:

- 1) The Minutes of the Meeting of September 19, 2019
as presented in the Agenda materials of November 14, 2019.

3. ANNUAL AUDIT REPORT

Ms. Bea Stottlemeyer, Director of Finance and Assistant CFO, introduced Keith Novak and Christina Bowman of CliftonLarsonAllen, LLP. Ms. Bowman noted Mr. Novak's role over several years in the Shepherd audits and that she will be the principal for Shepherd going forward due to his retirement. Ms. Bowman summarized the Annual Audit Report. The presentation included a review of the Financial Statements as of and for the Years Ended June 30, 2019 and 2018, and the Independent Auditors' Reports. Ms. Bowman reported that the University received an unqualified, "clean", opinion letter and highlighted that there are no aspects of the FY2019 Financial Statements that are materially differentiated from the prior year. She noted Shepherd met the HEPC deadline, and said they encountered no difficulties or found any material items requiring correction. She noted there were no material weaknesses or deficiencies identified, and the financial statement disclosures were neutral and clear. Ms. Bowman stated that the estimates and assumptions made by management in the preparation of the Financial Statements are reasonable and consistent with generally accepted accounting principles.

Mr. Alvarez, Audit Committee Chair, noted that he reviewed the report in detail including all comments and notes. He commented, as previously for the Board, that the Board bylaws delineate the selection of auditors as a role of the Committee, but Shepherd University is not directly engaging an audit firm because the HEPC engages the firm to audit all of the institutions.

Chair Lewis thanked all involved for their time.

4. **TASK FORCE UPDATE REVIEW AND CONSIDERATION OF ADOPTION OF TASK FORCE RECOMMENDATIONS ADOPTED BY THE TASK FORCE AT ITS MEETING OF OCTOBER 24**

Chair Lewis noted that the Task Force has been hard at work.

Academic Programs Update – Sub-Committee Chair, Gat Caperton noted they met three times and there is much work ahead as the group seeks to align Shepherd’s programs with the student population and to support student-focused efforts.

Expenses – Personnel Committee Update – Sub-Committee Chair, Henry Kayes noted there were no updates at this time.

Expenses – Other Committee Update – Sub-Committee Chair, Bob Marggraf noted they are meeting biweekly. He said they have identified ten items in the expense accounts, with up to ~\$460,000 possible savings in FY2020 and additionally up to ~\$250,000 in FY2021 that can be recaptured annually. For other accounts, they think they can pick up an additional \$275,000 in contract changes and budget lines. Mr. Marggraf noted we currently have five RFPs out and should have insight by mid-December on financial opportunities arising from those. He noted they are meeting with long-term contractors to see how those contracts can be redone. The Sub-Committee also discussed having an analysis of energy consumption completed; most are capital projects that could be done in phases. Funding for this would come from upgrades, etc. that are done within the capital building renovations funds.

Revenue Committee Update – Sub-Committee Chair, David Avella was absent so Chair Lewis spoke on his behalf regarding the Sub-Committee’s recommendation on their priorities from the October 1, 2019 meeting which include: 1) invest in marketing, recruiting and retention FY2020; 2) recommendation for freezing resident and non-resident undergraduate tuition for FY2021; and 3) engage consultant(s) to advise Shepherd on enrollment marketing, engagement, recruiting, retention, management including both outward focused targeting and on-campus experience for prospects as well as branding, mission and messaging for Shepherd University overall.

M (Alvarez), S (Kayes), PASSED, all members participating by phone were polled, that the following resolution be adopted by the Board:

RESOLVED, That the Shepherd University Board of Governors directs that the Tuition and other Required Enrollment Fees for the Academic Year 2020-21 shall remain equivalent to current year levels.

M (Alvarez), S (Marggraf), PASSED, all members participating by phone were polled, that the following resolution be adopted by the Board:

RESOLVED, That the Shepherd University Board of Governors amends its Budget mandates for FY2020:

1. To re-affirm that it is the will of the Board for the University’s expenditures advancing new student recruitment, current student retention, and athletics programs expansions be increased from FY2019 levels by \$250,000;

2. To provide that marketing initiatives for 2+3 AA to MBA program, AA to Agriculture certificates, and RN to BSN be increased from FY2019 levels by up to \$100,000;
3. To provide that targeted marketing initiatives in Loudon, Fairfax, Montgomery, and other select counties be authorized for increase from FY2019 levels by up to \$50,000; and
4. To provide that to the extent of such expenditures, the maximum reduction of the ending cash balance for FY2020 shall be \$400,000.

5. PRESIDENT'S REPORT

President Hendrix acknowledged all the visitors in attendance, and their investment in the welfare of the University, and she thanked the BOG Task Force for their hard work. She said we must make strategic investments. She noted Shepherd was given an additional three million dollars in annual appropriations, with an extra \$500,000 of one-time support, and now we face a prospect of being asked to give money back. She said we need to expedite the RFP for the East Loop with a goal of receiving some financial benefit from a land lease, while we focus on targeted fundraising to further enhance the student experience.

President Hendrix then reviewed highlights of the ongoing initiatives for advancing Shepherd from among the comprehensive list provided in the President's Report.

6. REPORT OF THE ACADEMIC PROGRAMS AND DEVELOPMENT COMMITTEE

On behalf of the Academic Programs and Development Committee, Ms. McMillan provided a brief update of the Committee's discussions which included the Academic Affairs Annual Report. Ms. McMillan then asked Dr. Scott Beard, Provost, to cover a few highlights from the report which included data comparisons to other institutions.

7. AMENDMENT OF POLICY 19, ACADEMIC FREEDOM, PROFESSIONAL RESPONSIBILITY, PROMOTION AND TENURE

Ms. McMillan introduced the proposed Amendments of Policy 19 in the agenda book. Dr. Rini read a statement on behalf of the Faculty Senate which she requested be recorded in the minutes:

“Concerning the changes to the faculty workload policy on page eleven of Appendix A, from Board of Governors Policy 19, I'd like the following to be recorded in the minutes of this meeting: The Faculty Senate, which represents every academic unit on campus, is committed to making a positive contribution in this time of crisis by developing measurable standards against which faculty workload can be evaluated. We understand the need for an updated faculty workload policy and are currently hard at work on its development. We expect to have this completed in advance of the Board of Governors' February 2020 meeting. We ask that the faculty workload language in Policy 19 voted on today be open for revision when the new policy is ready for adoption.”

Without objection, the Chair directed that the statement be recorded in the minutes.

Mr. Perdue then reviewed the broader scope of the amendments to Policy 19, which are components of Faculty personnel policies. This included a general review of the comments received in the Comment Period, and explained to further proposed amendments added after publication of the Agenda Book which arose from comments received.

M (McMillan), S (Rini), PASSED, all members participating by phone were polled (Mr. Cherry), that the following resolution be adopted by the Board:

RESOLVED, That the Shepherd University Board of Governors approves the amendments of Policy 19 as reflected in the November 14, 2019 Agenda Book and as amended in the meeting's supplemental hand-outs.

8. REPORT OF THE ENROLLMENT, STUDENT AND COMMUNITY AFFAIRS COMMITTEE

On behalf of the Enrollment, Student and Community Affairs Committee, Mr. Caperton introduced Mr. Bill Sommers, Vice President for Enrollment Management and Student Success, to provide a brief update of the Committee's discussions which included a review of the Enrollment Management Annual Report.

9. TOBACCO CESSATION – TAKE SMOKING AND TOBACCO OF CAMPUS (STOC)

Mr. Adams presented the information on the prospective Tobacco Free Campus initiative.

M (Caperton), S (Lott), PASSED, all members participating by phone were polled (Mr. Cherry), that the following resolution be adopted by the Board:

RESOLVED, That the Shepherd University Board of Governors endorses the January 1, 2020, implementation of a Tobacco-Free Campus and authorizes the President to implement the necessary administrative policies to establish the Tobacco-Free Campus.

10. REPORT OF THE FINANCE AND FACILITIES COMMITTEE

On behalf of Finance and Facilities Committee, Mr. Kayes provided a brief update of the Committee's discussions which included a review of the Quarterly Financial Report: 1st Quarter FY2020 and a discussion regarding the 2020-2021 Enrollment, Housing, Dining and Other Fees.

The potential appropriations cut was discussed, and the Chair noted that if the cuts occur, the Board's directive as to maximum reduction of cash reserves may require reconsideration.

11. STRATEGIC PLAN UPDATE

Mr. Sommers provided the Board with a brief update on the 2018-2023 Strategic Plan as well as the Dashboard.

12. RUFFALO NOEL-LEVITZ PERSONALIZED FINANCIAL AID VIDEO SOLUTION

Mr. Sommers provided the Board with a presentation of a prospective video service which would go to new students explaining their financial aid awards.

13. NEW BUSINESS

None.

Eric Lewis
Chair

Henry Kayes, Jr.
Secretary

Shepherd University Board of Governors
December 19, 2019
Agenda Item No. 4

TASK FORCE UPDATE

Chair Lewis will present an update to the Board on the activities of the Task Force as well as the Task Force Sub-Committees. Chair Lewis will then be available for any questions from members of the Board.

PRESIDENT'S REPORT

Advancing Shepherd University

Alumna Roxanne French '94 - Nursing Scholarship: The Shepherd University Foundation announced a deferred gift that will provide scholarship support for Shepherd nursing students. The Roxanne R. French Nursing Scholarship was established by alumna Roxanne French. French is a registered nurse whose 25-year career has included work in long-term care, dialysis, the hospital, and home health.

English Honor Society Wins International Award: Shepherd's chapter of Sigma Tau Delta is one of four to receive an Outstanding Chapter award from Sigma Tau Delta International English Honor Society. The Outstanding Chapter Award is designed to recognize local chapters that have exhibited outstanding motivation, creativity, and service in the preceding year. The Shepherd chapter won a \$500 prize and will also receive \$350 in funds to help send a student to the 2020 International Convention March 25-28, 2020, in Las Vegas.

Agricultural Innovation Center Open House: Shepherd's Agricultural Innovation Center (Tabler Farm) hosted a Sustainable Agriculture Open House on Saturday, November 2. Visitors toured the refurbished milking parlor/aquaponics lab and observed drones and drone flights, newly installed solar panels, the honey bee observation hive, and cold season plants in the 30 foot by 90-foot-high tunnel. They also received information about degrees and certificates offered in the sustainable agriculture program and heard about future plans for the farm.

16th Annual Military Appreciation Day: The 16th Military Appreciation Day was celebrated at Ram Stadium during the East Stroudsburg-Shepherd football game on November 2. Active military with identification and prior service personnel with proof of service attended the game for free. Veterans and active military personnel were invited to come to the field to take part in the Presentation of Colors by the Harpers Ferry-Bolivar District Veteran Honor Guard and the National Anthem. A pregame flyover was provided by the 167th Airlift Squadron of the West Virginia Air National Guard in Martinsburg.

President of Academy of Financial Services (AFS) Named: Dr. Janine Sam, Assistant Professor of Business Administration, recently became president of the AFS, a national organization that encourages research in personal financial planning and services, the development of the university curricula in the financial services field, and interaction between financial services professionals and academics.

Tia and Bob McMillan Honored: Board of Governors member Tia McMillan and her husband Bob McMillan, former chair of the Board of Governors, were honored in November with the Most Loyal West Virginians award as part of festivities in Morgantown celebrating Mountaineer Week. They were selected in recognition of their business, professional, and civic achievement, leadership, and service.

New Campus Food Pantry Officially Opens: Shepherd recently cut the ribbon on its new food bank, the Ram Pantry, located in Boteler Hall on West Campus. The pantry is open Wednesdays from 1-3 p.m. and Fridays from 5-7 p.m. and will have food available to on-campus, commuter, non-degree seeking, and dual enrollment students with the 15 or fewer meal plan or no meal plan.

Shepherd Police Department Conducts Active Shooter Training: The Shepherd Police Department offered active shooter training for interested employees on November 20. The training provided general information on personal safety in the event of an active shooter incident on campus.

FY2020 Pending Grant Proposals to Date: December 2019

Submitted and awaiting decision on award.

Total current pending proposals to date: \$1,879,732

NSF EPSCoR Track 1 Collaborative Technology Research Program \$817,768 for 5 years: June 1, 2020 – May 31, 2025

Collaboratory for Transformative Conversion of Natural Gas

Requested funding would support salary, travel, supplies and instrumentation purchases for faculty and student researchers to pursue a collaborative research project in cooperation with WVU, Marshall University and WVU Institute of Technology. The Shepherd project component would be led by Dr. Mengyang Li, Associate Professor of Chemistry, and Dr. Mohammadreza Ghahremani, Assistant Professor of Computer Science and Mathematics.

National Endowment for the Arts ArtWORKS Program: \$19,600 for 1 year: July 1, 2020 – October 31, 2020

The Danske Dandridge Literary Festival

Requested funding would support travel and promotional expenses to bring prominent authors to Shepherd in October 2020, to lead workshops and readings during the planned 2020 Danske Dandridge Literary Festival. Project will be led by Dr. Hope Snyder, Poet in Residence for Shepherd and Director of the Society for Creative Writing.

Bureau of Land Management, Cultural and Paleontological Resource Management Program: \$398,391 for 5 years: July 1, 2020 – June 30, 2025

Shepherd University Cultural Heritage Applied Learning Program

Requested funding would provide salary support, supplies and materials to develop an applied learning archeology and resource management program at Shepherd that would include collaborative internships with the National Park Service, the Bureau of Land Management, archeological field schools at Shepherd and sites around the region, as well as community outreach and educational events in partnership with the National Park Service and the Bureau of Land Management. The project will be led by Dr. David Hixson, Adjunct Professor in the Department of Sociology and Geography.

National Institutes of Health (NIH) R15 Program: \$468,946 for 2 years: January 1, 2020 – December 31, 2021

An in Silico Screening Approach to Optimize Combining Radiotherapy with Immune Checkpoint Blockade

Requested funding would support salary for faculty, student researchers, travel, equipment and supplies for research to improve the clinical benefit of combined radiation therapy and immune checkpoint blockade for cancer by screening treatments modeled in silico that combine multiple cancer therapies using a multidisciplinary interface involving biology, mathematics, and computer science. The project will be led by Dr. Qing Wang, Professor of Computer Science and Mathematics.

Institute of Museum and Library Services (IMLS) INSPIRE! Grants for Small Museums: \$20,847 for 1 year: May 1, 2020 – April 30, 2021

Unbroken: Freedom and Slavery in the Lower Shenandoah Valley

Requested funding would support the George Tyler Moore Center (GTMC) for the Study of the Civil War, proposed programming and exhibition would explore freedom and slavery in the lower Shenandoah Valley during the Civil War era. The project will be led by Dr. James Broomall, with collaborative assistance from Shepherd Department of History faculty and faculty from other regional campuses.

West Virginia Building Resources in Diverse Geographic Environment (BRIDGE) Grants Program: \$25,000 for one year: January 15, 2020 – December 31, 2020

Voices from the Misty Mountains, Reclaiming Our Story for a New Appalachia: An Appalachian Institute for Community Leadership

Requested funding would support Shepherd faculty, Spring Mills High School administrators and teachers, and invited speakers to lead a 12-week seminar for Eastern Panhandle teachers and community leaders. The proposed program aims to train high school, middle school and elementary public school teachers and community leaders to become mentors and advocates for the diverse stories of the youth and children living in this unique region of the country. The project will be led by Dr. Sylvia Shurbutt, Director of the Center for Appalachian Studies and Communities.

NSF EPSCoR Summer Undergraduate Research Experience (SURE): \$129,180 for 3 years: February 1, 2020 – January 31, 2023

Shepherd Opportunity to Attract Research Students IV (SOARS IV)

Requested funding would support stipends for 10 students to participate in research projects over the summer of each project year. If awarded, this would be the third SURE project at Shepherd, building on remarkable previous success. This project will be led by Dr. Robert Warburton, Dean, College of Science, Technology, Engineering and Mathematics.

FY2020 Awarded Grant Proposals to Date: December 2019

Total FY2020 projected grant revenue: \$1,676,146

HRSA Advanced Nursing Education Workforce (ANEW) Program, \$2,697,023 for 4 years: July 1, 2019 – June 30, 2023; FY 2020: \$698,753

Innovative Modalities for Rural Nurse Practitioner Education and Collaboration to Transcend Health Disparities (IMPACT) Program

Provides funding to support 15 scholarships and stipends (totaling \$20,000 per student) per year for Doctor of Nursing Practice students, salary support for participating faculty, travel support and equipment purchases. This award will enable Shepherd to establish clinical training partnerships in the region that will provide longitudinal experiences delivering care to rural and underserved patient populations. The project will also include experiential training delivering alternative pain management through photobiomodulation (PBM) and delivering/expanding patient access to care via cutting-edge telemedicine modalities. The project is led by Dr. Kelly Watson Huffer, Assistant Professor in the Department of Nursing Education.

HEPC Firm Foundations Initiative, \$5,000 for 1 year: April 14, 2019 – May 31, 2020

Funding supports stipends for Shepherd employees providing academic support to students participating in the program. The project is led by Dr. Laura Renninger, Dean of Teaching and Learning.

NIH WV-INBRE One-Year Transitional Award, \$72,500: August 1, 2019 – July 31, 2020
Improving Cancer Management Involving Targeted Radiotherapy via Modeling and Simulation

Awarded funds support salary, travel and the purchase of supplies to support faculty and student researchers conducting research that seeks to utilize the development of equations to model and predict tumor growth under the dynamics of combination therapy. The project will be led by Dr. Qing Wang, Professor of Mathematics.

NASA West Virginia Space Grant Consortium: Two grants awarded totaling \$9,977 for 1 year: May 1, 2019 – April 30, 2020

Two proposals were awarded from NASA West Virginia Space Grant Consortium providing funding to support: (1) Course Development funding to support the development of a Genomics and Bioinformatics Lecture and Laboratory course led by Professor Sher Hendrickson (\$4,977); (2) Education and Public Outreach funding to support the Seeding Your Future annual conference hosted at Shepherd to engage and inspire middle school girls to pursue studies in the College of Science, Technology, Engineering, and Mathematics (STEM), led by Professor Sytil Murphy (\$5,000).

NSF EPSCoR Instrumentation Grant Program, \$20,000 for 1 year: December 1, 2018 – November 31, 2019

High-Accuracy Instrumentation for Unmanned Aerial Vehicle (UAV) Surveys

Proposal, submitted by Professor Steven Shaffer from the Institute of Environmental and Physical Sciences, received funding to purchase devices to enable the existing UAVs used by the Environmental Geomatics and Geographic Information Systems programs to dramatically increase the accuracy of UAV ground surveys enhancing research capabilities and educational impact for the department.

NSF EPSCoR Innovation Grant Program, \$40,000 for 1 year: January 1, 2019 – December 31, 2019
X-Ray Fluorescence (XRF) Analyzer for Teaching and Research Applications at Shepherd

Funding will be used to purchase a device and research materials for determining elemental composition of material samples from an arc melting system. Dr. Mohammadreza Ghahremani, Assistant Professor of Computer Science and Mathematics, proposes to use the device for both magnetic refrigeration technology research and instruction in materials science, electromagnetics and nanotechnology.

University of Oslo Collaboration, \$35,000 for 3 years: June 1, 2018 – May 31, 2021; FY2020: \$11,667
The Role of Small RNAs in Genomic Imprinting and Hybrid Barriers

Shepherd entered into a collaborative research project with the University of Oslo that provides support for Jason Miller, Visiting Professor of Computer and Information Sciences, and students to perform bioinformatics analyses critical to the research.

WVU Research Corporation Subcontract from TaiRx, Inc., \$1,260: July 1, 2019 – December 31, 2019
Evaluation of Humanized 3D1 Anti-Nodal Antibodies

Funding supports direct costs related to Dr. Hendrix's role as Co-PI on this project, including proposal research and experiment design and interpretation.

West Virginia Bureau of Senior Services, \$2,500 for 1 year: July 1, 2019 – June 30, 2020
Ageing Well Workshop at Shepherd

Funding supports program costs for the 2020 Ageing Well Workshop led by Dr. Heidi Dobish, Associate Professor of Psychology.

West Virginia Higher Education Policy Commission \$7,500 for 1 year: August 1, 2019 – July 31, 2020
Diversity for Equity Grant Program

Funding supports events and social justice initiatives coordinated by the Office of Multicultural Student Affairs to build cultural and identity awareness, cultivate appreciation for others, celebrate differences and build a community of acceptance for all individuals at Shepherd.

West Virginia Department of Natural Resources (WVDNR) Cooperative Agreement, \$25,000 for 1+ years: August 1, 2019 – December 31, 2020

Supporting Projects to Research, Protect and Enhance West Virginia's Natural Resources

Funding supports Shepherd faculty pursuing archeological projects in the region that support WVDNR initiatives and Shepherd's research and educational objectives. The first project will be led by Dr. David Hixson, Adjunct Professor of Archeology.

USDA Natural Resource Conservation Service (NRCS) Conservation Technical Assistance Program, \$300,000 for 5 years: May 1, 2018 – April 30, 2023; FY2019: \$60,000

Veterans to Agriculture Program at Shepherd

Proposal requests funding for equipment, supplies and salary support to launch an agricultural training program at Tabler Farm (N/K/A Shepherd University Agricultural Center). Training programs in development include courses in agricultural sciences and techniques as well as marketing and business management courses to complement existing degree programs and potentially create certification programs. Programs will target veterans in the region in need of retraining opportunities, but will be available to the general public as well as existing and potential Shepherd students. Project Director: Dr. Peter Vila, Associate Professor, Institute of Environmental and Physical Sciences.

DOE Upward Bound Program, \$1,287,500 for 5 years: September 1, 2017 – August 31, 2022; FY2020: \$287,537

Shepherd University's TRiO Upward Bound Program

Awarded funds expand efforts by the existing federally-funded TRiO Student Support Services staff to create a pipeline to Shepherd for high school students in the region through a summer residential program on campus and weekend programs throughout the academic year. Nationally, Upward Bound programs demonstrate success in creating a path to college attendance for first-generation college students, and typically more than half of Upward Bound participants enroll at their host campus after graduating from high school. This proposed program extends the purview of TRiO staff from just retention efforts to outreach and recruitment of future Shepherd students. Lead Project Director: Cynthia Copney, M.A.

National Park Service (NPS), C&O Canal National Historical Park Historic Structures Report, \$56,749 for 1 year: August 1, 2018 – December 31, 2019

Documenting the History of the African American Experience at Ferry Hill, The Blackford House and the Bridgeport Community

Funding provides support for Shepherd faculty and students to conduct research leading to a historic structures report and a historic resource study focused on African American History as it relates to Ferry Hill. Principal Investigator: James Broomall, Ph.D., Assistant Professor of History and Director of the Civil War Center, Co-PIs: Keith Alexander, Associate Professor of History and Benjamin Bankhurst, Ph.D., Assistant Professor of History.

West Virginia Department of Education (DOE), \$40,635 for 1 year: August 1, 2019 – July 31, 2020
Professional Development Schools

Funds will support programmatic expenses to back the partnership between Shepherd and Berkeley County Schools and would offer classroom training and mentorship for Shepherd students preparing to become K-12 teachers. The project will be led by Dr. Dori Hargrove, Assistant Professor of Education.

DOE Student Support Services Program, \$921,001 for 5 years: September 1, 2015 – August 31, 2020;
FY2020: \$253,032

Shepherd University's TRiO Student Support Services Program

Awarded funds support staff salaries and programmatic offerings for Shepherd students who meet criteria for need. The program offers mentoring, academic counseling and tutoring services for participating students, increasing student persistence and success in college. Lead Project Director: Cynthia Copney, M.A.

US Forest Service (USFS), Forest Restoration Project, \$15,000 for 1+ years: September 1, 2019 – December 31, 2020

Monongahela National Forest Red Spruce Restoration Project

Awarded funds support travel costs, supplies and materials for Shepherd faculty and students to perform data collection using unmanned aerial vehicles (UAVs) in the Monongahela National Forest to inform USFS plans for red spruce restoration in the area. The project will be led by Dr. Sytil Murphy, Associate Professor, and Steven Shaffer, Lecturer, in the Institute of Environmental and Physical Sciences.

WV EPSCoR Semester/Summer Undergraduate Research Experience (SURE), \$147,108 for 3 years:
January 1, 2017 – December 31, 2019; FY 2020: \$49,036

Shepherd Opportunity to Attract Research Students (SOARS)

Awarded proposal renews funding for an existing research mentoring program at Shepherd that engages students in an eight-week summer research experience. Over the course of the three-year funding period, between 25-35 Shepherd students will complete faculty-mentored independent research projects, giving them a competitive edge for success in employment and/or graduate studies. Lead Principal Investigator: Dr. Robert Warburton, Dean, College of STEM.

NSF EPSCoR Instrumentation Grant Program: \$20,000 for 1 year: November 15, 2019 – May 15, 2019

Acquisition of a Biolog GEN III MicroStation System to Facilitate Rapid Biochemical Identification and Characterization of Bacteria and Filamentous Fungi in Undergraduate Research and Education

Awarded funds support purchase of a Biolog GEN III MicroStation System, which enables species identification for bacteria and fungi and community-level physiological profiling through a patented carbon-source utilization technology. This instrument enables the PI, Dr. Laura Robertson, Assistant Professor of Biology, and other faculty to conduct research and integrate use of the device into curriculum for biology students.

Academic Affairs

Distance Education

Shepherd has submitted a substantive change application to its regional accreditor, the Higher Learning Commission, for distance education approval. This approval will allow Shepherd to offer 100% online programs in the future. A site visit with two peer reviewers will take place February 24-25, 2020. The site team will meet with faculty and staff integral to the implementation of online programming.

School of Graduate and Professional Studies

Beginning with the Fall 2020 semester, students will be able to obtain a dual degree: Master of Arts in College Student Development and Administration (MA-CSDA) and Master of Business Administration (MBA). The combination of the two programs will encompass a total of 60 credits.

Faculty/Staff

Dr. Jeff Groff: Dr. Groff, Associate Professor of Physics, is Shepherd's nominee for West Virginia Professor of the Year. Sponsored by the Faculty Merit Foundation, an in-person interview will take place in January for the five finalists. The winner will be announced at a dinner in Charleston which is sponsored by the Faculty Merit Foundation.

Dr. Carrie Messenger: Dr. Messenger, Associate Professor of English, was featured as part of the Scarborough Society Lecture Series. Messenger discussed her award-winning collection of short stories "In the Amber Chamber," in which fairy tales and speculative fiction intersect with the hard facts of Eastern European history.

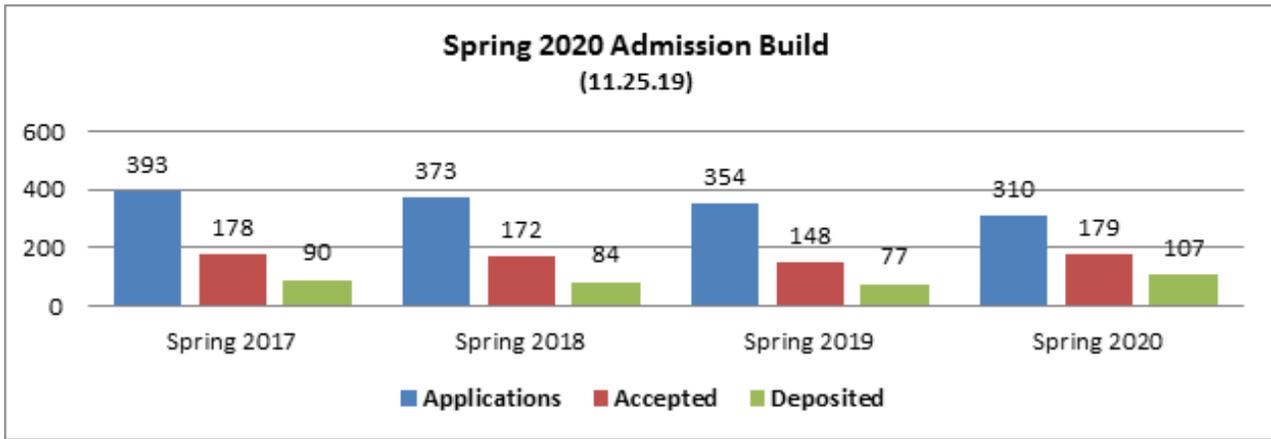
Dr. Jenny Penland: Dr. Penland, Director, School of Education and Associate Professor, recently hosted a panel at the annual Legislative Forum of the West Virginia Public Education Collaborative.

Dr. Christy Wenger: Dr. Wenger, Associate Professor of English, gave the keynote address at the Western States Rhetoric and Literacy Conference in Bozeman, Montana, in October. Wenger's talk was titled "'Going on Being: Mindful Leadership in Higher Education for Teachers, Scholars, and Administrators.'" Wenger's addressed leadership development within higher education and explored what education leaders can learn from the multibillion-dollar corporate leadership industry, specifically focusing on the growing interest in and application of mindful leadership.

Enrollment Management

Spring Semester 2020 Registration Build

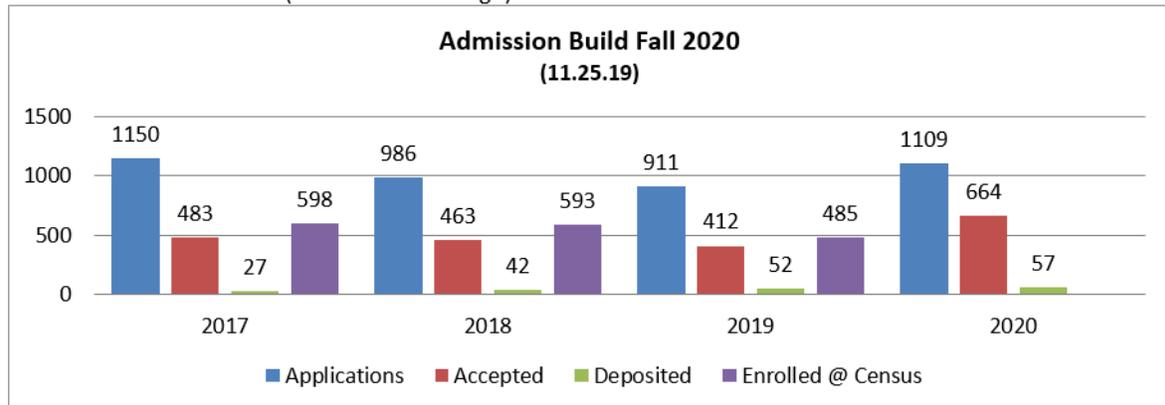
- Eighty-two percent of continuing undergraduate students enrolled for Fall 2019, have registered for the spring semester.
- Seventy percent of continuing graduate students have registered for the spring semester.
- Sixty-five new transfer and readmit students who completed the admission process by November 8, were given early access to advising and registration for spring 2020. As of November 25, 65% of those students have already registered for the spring semester.
- Orientation Step 1 for new students enrolling at Shepherd will be held on Friday, January 10, 2020.



Fall Semester 2020 Admission Build

- Admissions Counselors are finishing the Fall recruitment travel season. Many counselors began traveling in early September, visiting high schools and attending college fairs in WV, MD, VA, DC, DE, and PA.
- Fall 2019 Recruiting Events Completed:
 - Open House Events, October 13 and November 2
 - Berkeley Spring High School Football Game, Berkeley Springs, November 1
 - Northern Virginia Showcase, 1,757 Golf Club, Dulles, Virginia, November 11
 - High School Counselor Appreciation Day, Shepherd University, November 16
- Common App – Since going live on October 4, 287 students, from seven different states, have submitted their admission application using the Common App.
- Student Search – The names, profiles and contact information of 25,000 prospective high school seniors have been purchased from The College Board (SAT), ACT, and the National Research Center for College and University Admissions (NRCCUA) partners. All students were contacted a minimum of six times both electronically and with print communications, encouraging them to visit campus, attend an open house, and apply for admission. As of mid-November, 110 students from the search database have applied for admissions. Continued database mining and targeted contacts are on-going.
- Ruffalo Noel-Levitz (RNL) – Personalized financial aid offer video is currently in production. The production timeline will go through January with a launch targeted for early February.

Fall 2020 Admission Build (First-time in College)



Student Affairs

Fraternities and Sororities

Seventy-five new members initiated into campus chapters, more than \$3,800 raised for philanthropies, and more than 1,110 service hours completed.

Commuter Appreciation Week

The Program Board sponsored Commuter Appreciation Week November 18 - 22. Programming for the week included events like BINGO and Friendsgiving in the Stutzman-Slonaker Commuter Lounge as well as PB&J Day where Shepherd faculty and staff made sandwiches to order for students. Since commuter students make up nearly 2/3 of our student population, the goal of the programming was to reach out to engage and value these students.

Counseling Services Co-sponsored the Mental Health Summit on November 19

All three counselors presented on mental health issues – Shanan Spencer on Depression and Anxiety, Rhonda Jackson on Healthy Relationships, and Wendy Baracka on Stress Management. Wendy Baracka also facilitated a panel discussion as part of the summit.

Campus Participation in Carious Community Drives

Salvation Army Angel Tags and Stockings (11/15-12/9); Operation Christmas Teen (11/15-12/9); Candy Cane Express (11/15-12/9); Back Pack Christmas Food Basket (11/15-12/2); Winter Care Packages for Senior Citizens (11/15-12/9); and Eastern Panhandle Empowerment Center's Adopt a Family (11/15-December).

University Development

Comprehensive Fundraising Report: 7/1/19 through 10/31/19 - New Gifts and Pledges

The comprehensive fundraising report below provides cumulative data from the beginning of the fiscal year through the end of the reporting period, with comparative data from the past three fiscal years. It includes results from fund raising programs managed through the Shepherd University Foundation and Shepherd Athletics.

- During the first five months of the academic year, a total of \$1,686,825 was pledged and paid in new charitable gifts. Gift category results are summarized as follows:
 - Gifts and pledges for annual giving programs yielded \$320,828.
 - Private gifts designated to named endowments equaled \$1,357,757.
 - Endowment gifts included \$100,000 in deferred gifts.

Support by giving constituencies, with comparative data from the same reporting period over the past two years, shows decreased support as measured by number of donors. Review of gifts indicates a timing issue with the annual alumni sustaining membership mailing. The mailing schedule was moved to May 2019 to accommodate two major athletic mailings in June and July with the result that a significant number of gifts were recognized during the last quarter of the fiscal year ending June 30, 2019. Total dollars raised from new annual and endowment gifts increased by 37% over the same five-month period in 2018.

**SHEPHERD UNIVERSITY
COMPREHENSIVE
FUNDRAISING SUMMARY**

Gift Category	7/1/19-10/31/19		7/1/18-10/31/18		7/1/17-10/31/17	
Annual Giving	\$320,828		\$500,456		\$441,632	
Endowments	\$1,357,757		\$725,232		\$122,018	
Capital	\$8,240		\$90		\$85,990	
Total:	\$1,686,825		\$1,225,778		\$649,640	
Donor Category	# Donors 7/1/19- 10/31/19	\$ Donors 7/1/19- 10/31/19	# Donors 7/1/18- 10/31/18	\$ Donors 7/1/18- 10/31/18	# Donors 7/1/17- 10/31/17	\$ Donors 7/1/17- 10/31/17
Alumni	521	\$259,511	866	\$505,668	812	\$212,998
Friends	385	\$149,659	386	\$141,716	337	\$120,093
Corporations/Foundations	96	\$78,817	123	\$101,962	73	\$100,005
Others/Estates/Trusts	42	\$1,198,838	48	\$476,432	80	\$216,544
Total:	1,044	\$1,686,825	1,423	\$1,225,778	1,302	\$649,640

Athletics

Basketball

The men's and women's basketball seasons have gotten off to a solid start. The men's team began the season with a 3-1 record and, as of December 11, currently sit at 4-4. The women's team began the season with a 5-0 record and, as of December 11, currently sit at 8-1.

Football

The football program finished their inaugural regular season campaign in the PSAC with a 9-2 record. Based on regular season success, the program was ranked fifth in the SR1 regional poll which awarded them an opportunity to compete in the NCAA D2 playoffs. On November 23, the program competed in the first round of the D2 playoff at Indiana University of Pennsylvania and won in exciting fashion with seconds remaining on the clock, 31-27. The Rams fell to Slippery Rock on November 30 in the second round of the NCAA II Championship playoffs.

Volleyball

The women's volleyball program finished their inaugural season campaign in the PSAC with a 29-7 record. They entered their first PSAC conference tournament with two great wins in the Quarter-Finals and Semi-Finals, ultimately losing in the championship match in five sets. The team finished the regular season with a 28-6 record and a received the sixth seed in the Atlantic regional. They lost to Gannon in five sets, which ends this year's competition for the team.

Shepherd University Athletic Club

The Shepherd University Athletic Club (SUAC) kicked off a new campaign called "Thankful to be a Ram" which will run from November 15-December 15. The goal of the campaign is to raise awareness of the SUAC. The campaign is a fun competition between sports which will award the team with the most donors, in comparison to roster size rather than the team with the most dollars raised. As of November 26, there were 289 donors and just over \$9,000 donated.

The SUAC is currently sitting just shy of its goal to raise \$20,000 for the men's and women's tennis facility renovation project. The Club believes the goal will be met before the December 15 deadline.

Capital Projects

Byrd Science

CJL Engineering is finalizing the assessment and drawings for the mechanical upgrades, including an improved heat recovery system and more efficient propane boilers. The assessment has been received. Facilities will meet with CJL to discuss options in the assessment and will then make a recommendation to the Executive Leadership Team. Regular meetings will be scheduled to discuss the suggested upgrades and renovations, and determine how to implement the selected method in a phased approach. This project will result in a significant reduction in utility costs with savings partially offset by the increased usage of propane in the newly installed boilers. Work will be completed in FY2020.

Frank Arts

A set of door seals has been installed to determine the type and style to install on the remaining doors identified for upgrades. Work approved will be completed in FY2020.

Knutti Hall

Bushy, Feight Morin (BFM) is finalizing the contract documents for the envelope renovations (roof, foundation and drainage issues) and will be ready for the project to bid sometime after January 2020. Work will begin in FY2020.

Student Center

BFM is finalizing the contract documents to enable us to advertise for bids for the roof replacement, both for the temporary repair needed for the winter as well as the permanent repairs to be completed in the spring. The drawings will be ready to bid the roof repairs imminently.

Approval has been provided for the purchase and installation of new bookstore entry doors. Funding for the doors is provided by Follett, the University bookstore partner. Work will be scheduled for FY2020.

Upcoming Events

Monday, December 23 – Wednesday, January 1

University Closed for Winter Break

Saturday, January 11

Danske Dandridge Literary Festival, reading and book signing with Jane Brox and Jennifer Grotz, Erma Ora Byrd Hall Auditorium. Sponsored by the Society for Creative Writing.

Monday, January 20

University Closed for Martin Luther King Day

Friday, January 24

Thunder Road (2018, not rated) by Jim Cummings, Reynolds Hall. Discussion led by Jean Anne Pugh. Sponsored by Shepherdstown Film Society and Scarborough Society.

For other Shepherd events, event locations and times, please check our home page calendar at <http://www.shepherd.edu/calendar>

Shepherd University Board of Governors
December 14, 2019
Agenda Item No. 6

CLASSIFIED EMPLOYEES COUNCIL (CEC) ANNUAL REPORT

Ms. Amy Speck, Chair of the CEC and Senior Administrative Coordinator to the Provost, will present a report to the Board on the activities and concerns of the Council. Ms. Speck will then be available for any questions from members of the Board.

UNIVERSITY DEVELOPMENT ANNUAL REPORT

The Academic Programs and Development Committee representative will lead a discussion with the Board on the University Development Annual Report, as presented by Ms. Monica Lingenfelter, Executive Vice President for Shepherd University Foundation.

This report reflects activities and results for fiscal year ending June 30, 2019. Shepherd’s development program is an integrated effort led by the Shepherd University Foundation and supported by staff from units including Alumni Affairs, Annual Giving, and Athletics. Important assistance is provided by our partners in the Office of the President, Office of University Communications and the Shepherd University Alumni Association.

FY2019 Data and Year-Over-Year Notes

The comprehensive fundraising report provides cumulative data for the fiscal year ending June 30, 2019. The data includes external fundraising programs and donors managed through the Shepherd University Foundation and Shepherd Athletics.

SHEPHERD UNIVERSITY COMPREHENSIVE FUNDRAISING SUMMARY

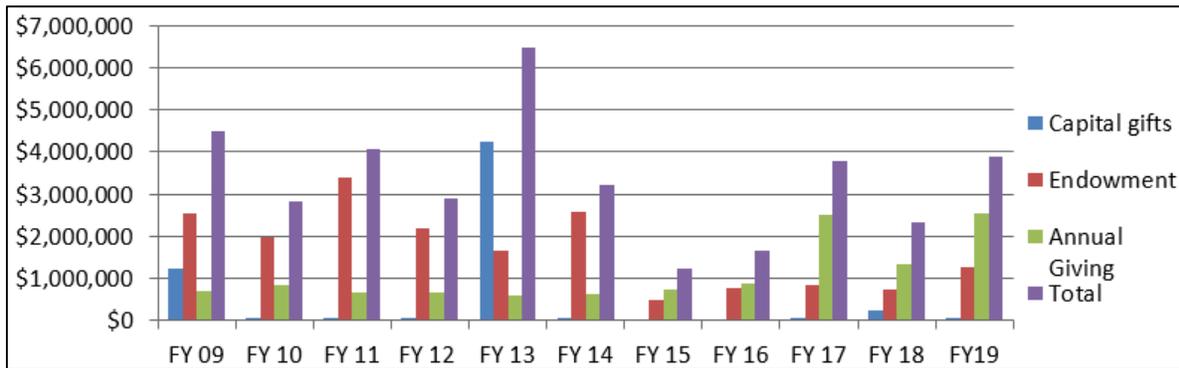
Gift Category	FY2019		FY2018		FY2017	
Annual Giving	\$2,563,370		\$1,359,439		\$2,516,145	
Endowments	\$1,267,966		\$745,187		\$860,396	
Capital	\$68,561		\$234,160		\$1,225	
Total:	\$3,899,897		\$2,338,786		\$3,377,766	
Donor Category	# Donors FY2019	\$ FY2019	# Donors FY2018	\$ FY2018	# Donors FY2017	\$ FY2017
Alumni	1,590	\$973,377	1,570	\$630,391	1,491	\$1,407,058
Friends	1,118	\$1,833,908	930	\$413,958	780	\$483,140
Corporations/Foundations	236	\$250,957	196	\$531,152	133	\$506,054
Others/Estates/Trusts	86	\$841,654	148	\$763,285	273	\$981,514
Total:	3,030	\$3,899,897	2,844	\$2,338,786	2,677	\$3,377,766

- Total new gifts and pledges for FY2019 equaled \$3.9m which matched the five-year average of \$3.9m.
- Private donations designated as annual funding totaled \$2.5m, an increase of 88% above FY2018 results. A large gift was received to support the Stubblefield Institute for Civil Political Communications (\$335,000). Ongoing annual giving programs such as Women Investing in Shepherd (WISH), Scarborough Society and the President’s Club continue to provide a growing annual giving base as well as opportunities for increases.

- Gifts to endowments totaled \$1.27m which exceeded the five-year average of \$827k by 53%.
- Under the donor categories, total number of donors increased by 186 for FY2019, which is a 6.5% increase from 2018. Increases in the number of donors were across several programs and categories, but were specifically supported by new gifts to the Shepherd Fund, Alumni Sustaining Membership and WISH.

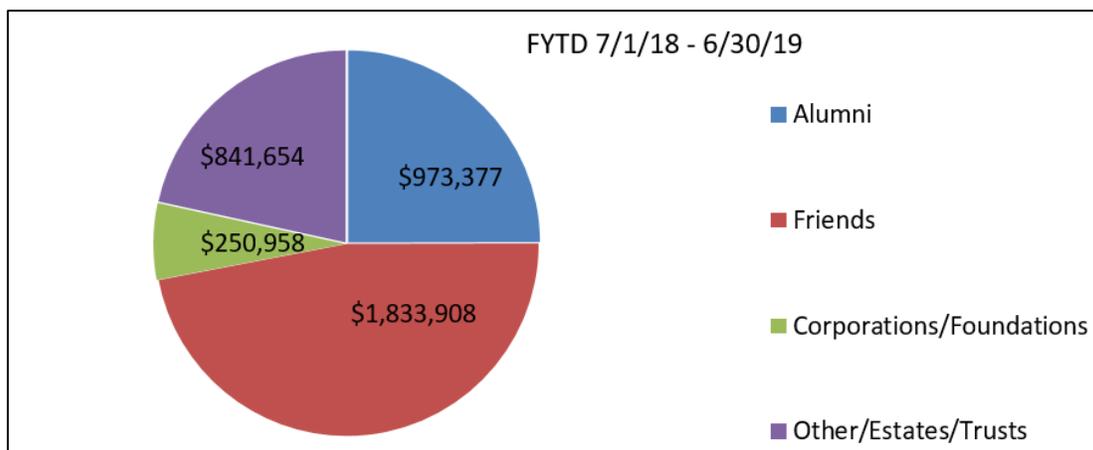
Ten Year Giving Summary FY2009-2019

The following graph illustrates long-term giving trends in terms of total amounts secured as new gifts, grants, and pledges. Throughout the past five years, annual fundraising results have averaged \$3.9m. The ten-year average, which includes the four highest years of the comprehensive campaign results, is \$4.3m. In FY2019, total new funds raised were \$3.9m which meets the five-year average, but does not meet the campaign era ten-year benchmark.



Giving by Constituency

The chart below illustrates total gifts received from each of Shepherd’s primary constituency groups, not including pledges or deferred gifts. The private gifts are utilized for student success initiatives and scholarships, faculty research and development, academic equipment and other core needs of the University.



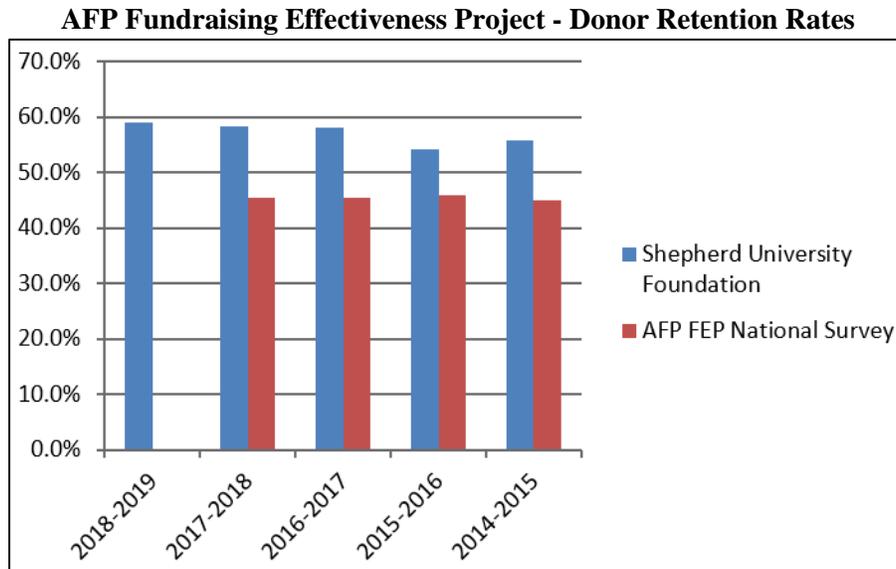
Donor Retention Benchmarks

Shepherd's results for donor retention as compared to national data are consistently strong.

Donor retention is an important factor. Donor retention measures how many donors continue to donate year after year. Low donor retention rates require us to invest resources to recruit new donors in an effort to keep up with past levels of giving. Strong donor retention indicates effective and efficient gift acknowledgement and stewardship processes.

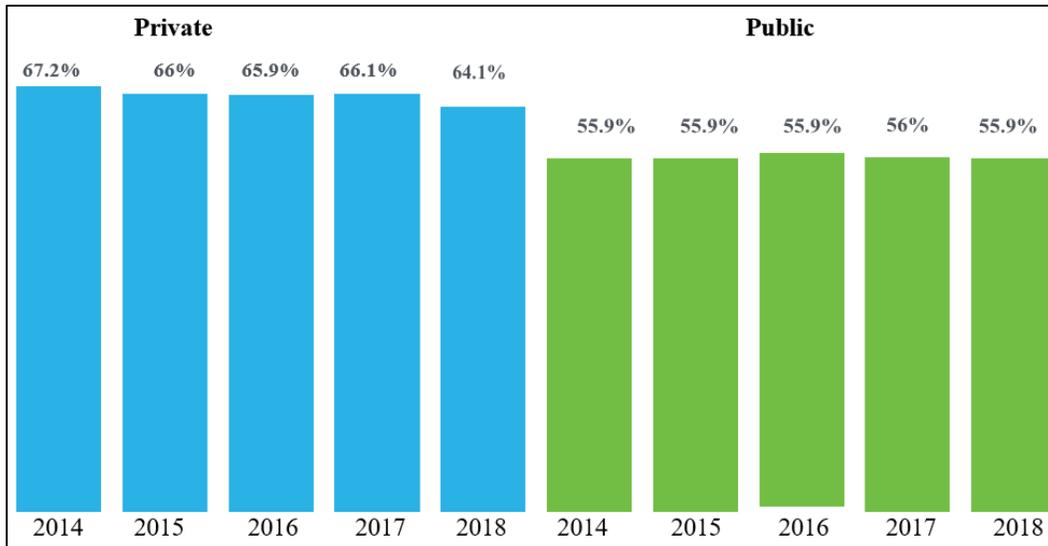
Since 2006, the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy have conducted annual research on fundraising effectiveness. This research project is known as the Fundraising Effectiveness Project (FEP). The most recent report includes data through 2018. Shepherd's results for overall donor retention, as compared to national results, are presented in the chart below. We continue to stress the importance of meeting our donors' expectations for receiving and administering their gifts.

According to the AFP FEP, our overall donor retention results for FY2018 are 28% higher than the national average. Our FY2019 overall retention rate was 59%, with a five-year average of 57.2%. Among our specific Shepherd Fund donors, our retention rate for FY2019 was 67% and 63% for FY2018, with a five-year average of 53.4%.



The most recent data available for higher education donor retention rates is found in the 2018 donorCentrics Annual Report on Higher Education Alumni Giving. It reports that alumni and friends of colleges and universities show higher donor retention than the AFP researched rates for all non-profits. Traditionally, private schools outperform public schools relative to overall donor retention rates. In 2018, the median rates for public schools held relatively steady at 55.9%. Shepherd's overall FY2018 donor retention rate of 59% exceeds the national average for public schools. Our FY2019 rate held steady at 59% to continue our trend of exceeding the national benchmark.

Blackbaud Annual Report on Higher Education Alumni Giving - Median Donor Retention Rates



Alumni Giving Benchmarks and Trends

According to national data collected and reported by Blackbaud in their Annual Report on Higher Education Alumni Giving, 2018 higher education alumni giving doesn't look much different than 2017, dollars increased while the number of alumni donors decreased. However, when reviewed closely, the data reveals changes are occurring. Giving days are impacting annual giving programs, and for many, are a new influx of energy and opportunity. Data displays that donors are more loyal to giving days, showing higher retention rates for both private and public institutions.

Looking ahead with this in mind, beginning August 2019, we developed and launched an eight-month plan to support our **March 11, 2020 Day of Giving**, led by Stacy McFarland, Director of Annual Giving. This includes the identification and purchase of a special software platform, which supports a mobile iPhone card reader device, and the recruitment of on and off campus partners, ambassadors, and matching gifts to ensure a successful day. The communications plan for direct marketing and digital engagement will further support success. November's Tag Day and Thank a Donor Day set the stage for our day of giving planning. These are designed to develop an awareness among our students of the impact of philanthropy and to allow us to thank our donors in a very personal way. During Thanksgiving Day week, a video, narrated by President Hendrix, went to all donors, alumni and friends via social media and email.

According to the FEP's latest report, produced by the AFP, number of donors to charitable organizations dropped 4.5% during 2018. Blackbaud reports the number of alumni giving to higher education has dropped even more.

The table below provides alumni giving rates for the public institutions among our US News Best Colleges National Liberal Arts Colleges peer group that reported this statistic. The data indicates a decreasing alumni giving rate for each of our peers even while actual dollars raised have increased. Shepherd's alumni giving results are following the national trend. After a 1% increase to 8% in the 2017 report, the percentage in the 2018 report dropped back to 7% and 6% in 2019. Encouragingly, the dollars raised have continued to rise.

US NEWS BEST COLLEGES NATIONAL LIBERAL ARTS COLLEGES

School	2018 Alumni Giving Rate	2019 Alumni Giving Rate
United States Military Academy (NY)	32%	32%
Virginia Military Institute	28%	28%
United States Naval Academy (MD)	14%	15%
New College of Florida	17%	18%
United States Air Force Academy (CO)	14%	13%
St. Mary's College of Maryland	12%	11%
University of Minnesota-Morris	11%	10%
University of Virginia-Wise	8%	7%
U. of North Carolina-Asheville	7%	5%
Massachusetts Col. of Liberal Arts	7%	6%
Shepherd University	7%	6%
Purchase College -SUNY	4%	3%
Louisiana State University-Alexandria	4%	3%
West Virginia State University	4%	Not listed
Fort Lewis College (CO)	3%	3%
Univ. of Wisconsin-Parkside	1%	1%
University of Maine-Machias	0%	Listed as "unranked"

Funding Provided by University Foundation Development Program 2019-2020

Ultimately, fundraising efforts and fiduciary management by the Shepherd Foundation lead to the annual award budget. Private gifts recruited from donors fund the annual awards in the form of student scholarships and paid internships, faculty excellence awards, academic program support, and University support for a variety of University needs. The impact is reflected in the table below. Additionally, the operating budget for the Foundation represents expenses that would be carried by the University if the Foundation were not an independent self-funded organization providing the revenue to pay for these personnel, technology, cultivation, stewardship, fiduciary management and other operating costs for the benefit of the University.

**Shepherd University Foundation
Award and Operating Budgets 2019-2020**

Fiscal Year	Operating Budget	Scholarships, Academic Programs, Faculty Excellence, University Support Award Budget	Total
19-20	\$551,700	\$2,588,921	\$3,140,621
18-19	\$585,100	\$2,521,000	\$3,106,100
17-18	\$559,700	\$1,945,000	\$2,504,700
16-17	\$515,500	\$1,957,000	\$2,472,500
15-16	\$497,250	\$1,807,000	\$2,304,250

Foundation's Role

The University Foundation fulfills several roles for the benefit of the University. One of the most public roles is to recruit and receive private gifts and grants on behalf of many various programs and projects. Gifts in support of membership recognition programs such as the Scarborough Society, Friends of Popodicon, President's Club, Gridiron Club and Shepherd University Athletic Club (SUAC) all process their gifts through Foundation accounts.

Developing and coordinating fundraising at all levels remains a focus for staff and volunteers. Major gifts, annual giving and planned gifts are recruited using a donor centered approach and a prospect manager portfolio based model. We recognize that every major donor and lead volunteer deserves to have a dedicated individual whose role it is to understand their philanthropic interests, manage the cultivation and solicitation process, and steward their gifts made for the benefit of the University. To that end, each staff person with responsibility for gift solicitation has been assigned a portfolio of prospects. Major gift officers, development staff and lead volunteers strive to match each donor's personal philanthropic goals with the priorities of the University.

Other financial and communications roles and responsibilities include serving as the fiduciary agent for holding and administering the distribution of all private gifts and investing the endowment funds; managing the database for all Shepherd alumni and friends; developing protocols for data entry and retrieval for information concerning gifts, awards, memberships, and events; providing data for peer and governing boards reporting; developing and staffing various fundraising events and programs; communications, public relations, social media and assisting with several University publications and newsletters. In addition, we have a memorandum of understanding to provide fiduciary management of the Byrd Center for Congressional History and Education.

The staff continue to operate as an effective, efficient team. We are building and maintaining the office and management systems to support a strategic, organized fundraising program and are enthusiastically meeting the challenges of the ever growing need for private funds in support of the University.

The Year in Review

During the 2018-2019 academic year, 22 new named award funds were created by donors with private gifts through the Foundation. Gifts will support awards for scholarships, faculty excellence, academic and athletic programs.

Additionally, during 2018-2019 year, over 70 events were managed or significantly supported by the Foundation and Alumni Affairs staff and volunteers. Outreach remains a priority as we continue to expand the base of alumni and friends who will support the University with financial gifts and other opportunities for our students and academic programs, such as mentoring, internships, and in-kind gifts of technology.

Cultivation of new donors and the ongoing stewardship of those who have already stepped up to invest in Shepherd is essential. Thanking our donors and volunteers for their gifts is part of a cycle which serves to cultivate future gifts. Special events on campus or in the region serve to engage alumni and others with the University, nurturing mutually beneficial relationships. Just as important are the individual meetings and contacts with donors and prospects that lead to significant donations. Major gift fundraising success depends on the development of trust and the inspiration of donors to make an impact. Our governing and leadership boards, faculty, staff and alumni all have roles in promoting Shepherd University.

When setting fundraising priorities, we respond to requests from the University for fundraising needs. The Office of the President, Board of Governors, provost's office, deans, faculty, and student organizations all regularly present requests for private funds or other assistance. We strive to be strategic with our staff and financial resources to support these requests and look to the University for guidance to set priorities.

Additionally, the Shepherd University Foundation Board of Directors provides direction, leadership and support in setting priorities. Most importantly, we respond to the requests from our donors to assist them to support those students, faculty and programs they deem to be worthy of their charitable investment.

Transforming the Future Comprehensive Campaign

The campaign operating plan developed during the 2018-2019 year included a timeline for actions and goals to support effective and expanded fundraising for Shepherd. With campaign plans temporarily put on hold in September 2019, lead staff members continue to carry out many of the planning and quiet phase goals listed on the timeline presented. These include the meetings with campus constituencies, identification of faculty point persons for each school and department, development of case statement templates and solicitation packet design, prospect management system reports, database coding and procedures, and fundraiser staff training.

Foundation fundraising staff have been meeting weekly, with monthly meetings for all senior fundraising staff as well as monthly one-on-one meetings for prospect management reviews for each fundraiser. This systematic approach will provide support for effective identification, cultivation and solicitation of prospects, and accountability and coordination for fundraising efforts.

Campaign Chair, Gat Caperton and the volunteer leadership remain committed to assisting when and where needed. With an initial meeting of the Steering Committee in September 2019, plans are to meet again in the first quarter of 2020 to strategize and review how volunteer leadership can support fundraising for Shepherd in meaningful ways. The efforts made to plan for a major comprehensive campaign including the recruitment of volunteer leadership will be utilized to strengthen and expand Shepherd's fundraising program, until such time as the campaign is fully launched.

Shepherd University's 150th Anniversary

The University's 150th anniversary offers a rich opportunity to promote the Institution and its importance to our region and its alumni. Shepherd's Sesquicentennial Committee led by Kim Hutto, Director of Alumni Affairs, with full support from Foundation management and staff and with representatives from across the campus, continues to meet quarterly to plan for this historic celebration. Following an operating plan introduced in July 2019, a logo has been developed. Sub-committees are working on student, academic programs and faculty involvement, signature events for campus, alumni and regional community, and marketing and communication. The kick-off event will be planned for Fall 2021 with the culmination event planned for spring 2022.

Shepherd University Board of Governors
Report to the Academic Programs and Development Committee
December 19 2019
Agenda Item No. 7-b

HIGHER LEARNING COMMISSION VISIT FOR DISTANCE EDUCATION

Dr. Scott Beard, Provost, will provide an update to the Board regarding the February 24-25, 2020, visit from the Higher Learning Commission (HLC). Dr. Beard will then be available for any questions from members of the Board.

Shepherd University Board of Governors
Report to the Academic Programs and Development Committee
December 19 2019
Agenda Item No. 7-c

TASK FORCE - ACADEMIC PROGRAMS SUB-COMMITTEE UPDATE

Dr. Beard will provide an update to the Academic Programs and Development Committee regarding the Task Force - Academic Programs Sub-Committee processes.

Shepherd University Board of Governors
Report to the Enrollment, Student and Community Affairs Committee
December 19, 2019
Agenda Item No. 8-a

STUDENT AFFAIRS ANNUAL REPORT

The Enrollment, Student and Community Affairs Committee representative will lead a discussion with the Board on the Student Affairs Annual Report, as presented by Dr. John Adams, Interim Vice President for Student Affairs.

Student Affairs Annual Report



**Board of Governors Meeting
December 19, 2019**

John E. Adams, Ph.D.
Interim Vice President for Student Affairs

Shepherd University

Purpose of Student Affairs



The Division of Student Affairs works in partnership with faculty, staff, students, and the community to facilitate student success, engagement, and leadership development at Shepherd University.



Shepherd University

National Trends Among College Students

Student Issues

Nationally, Student Affairs professionals report the highest demand of their time and resources in the following areas:

- ❖ Mental Health
- ❖ Alcohol and Other Drug Prevention
- ❖ Sexual Violence – Prevention and Response
- ❖ Crisis Response
- ❖ Student Protest and Activism
- ❖ Social Justice and Equity
- ❖ Fraternity & Sorority Life



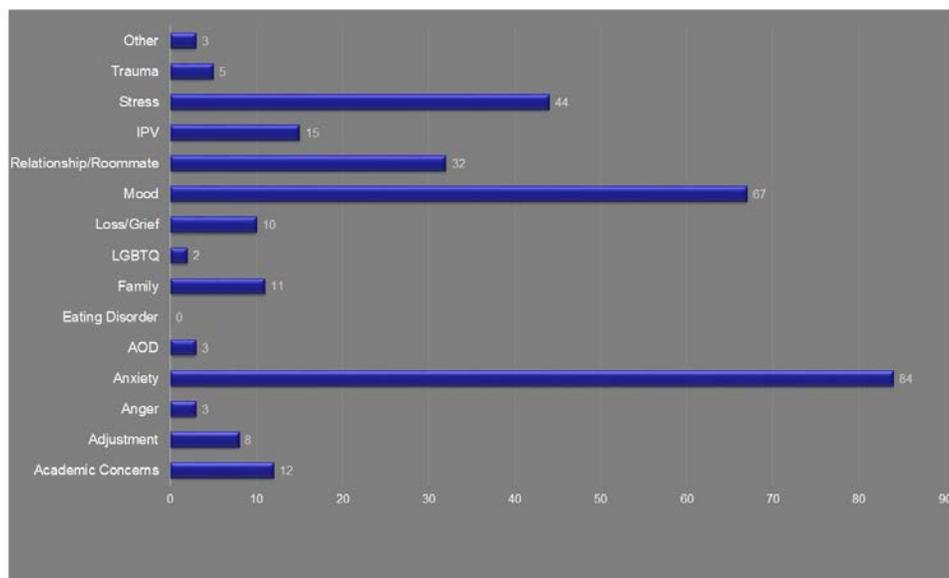
Source: NASPA – Student Affairs Administrators in Higher Education

Areas of Focus for Shepherd Students *Where Students Need Assistance*

- ❖ Mental Health
- ❖ Sexual Violence Prevention – Prevention and Response
- ❖ Disability Accommodations
- ❖ Success Coaching
- ❖ Social Justice and Equity
- ❖ Building Community
- ❖ Sense of Belonging and Connection

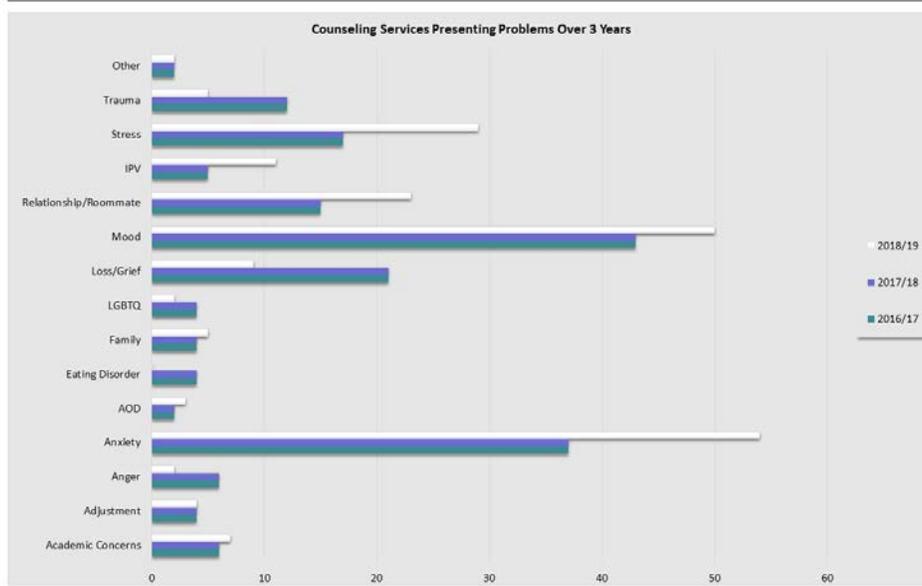


Mental Health: Counseling Services *Top Presenting Issues Fall 2018 – Spring 2019*



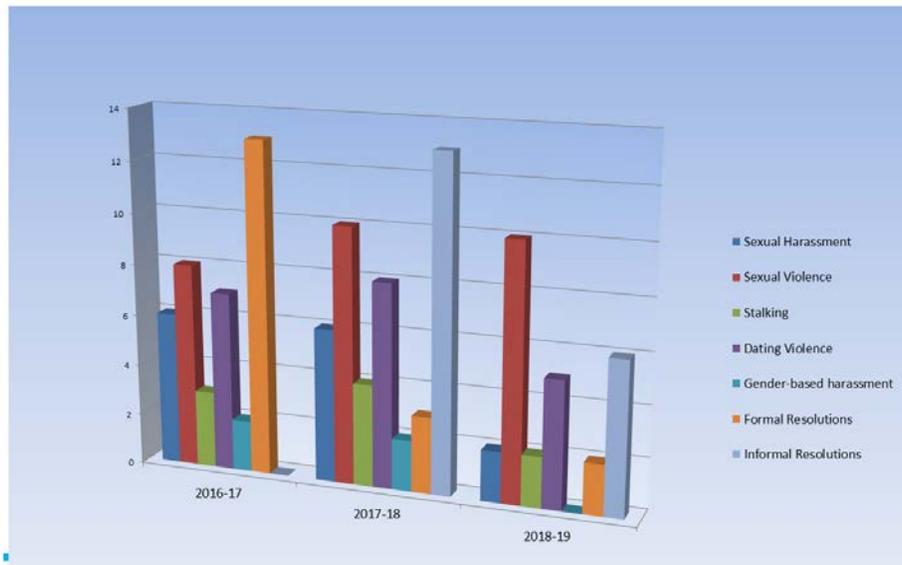
Mental Health: Counseling Services

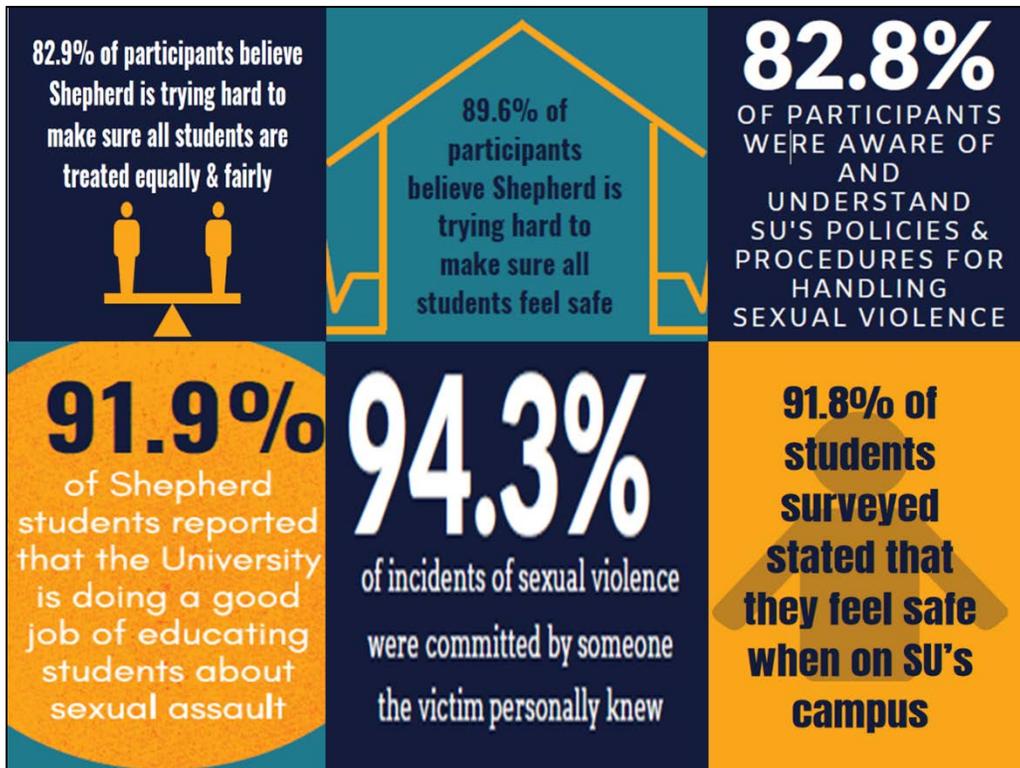
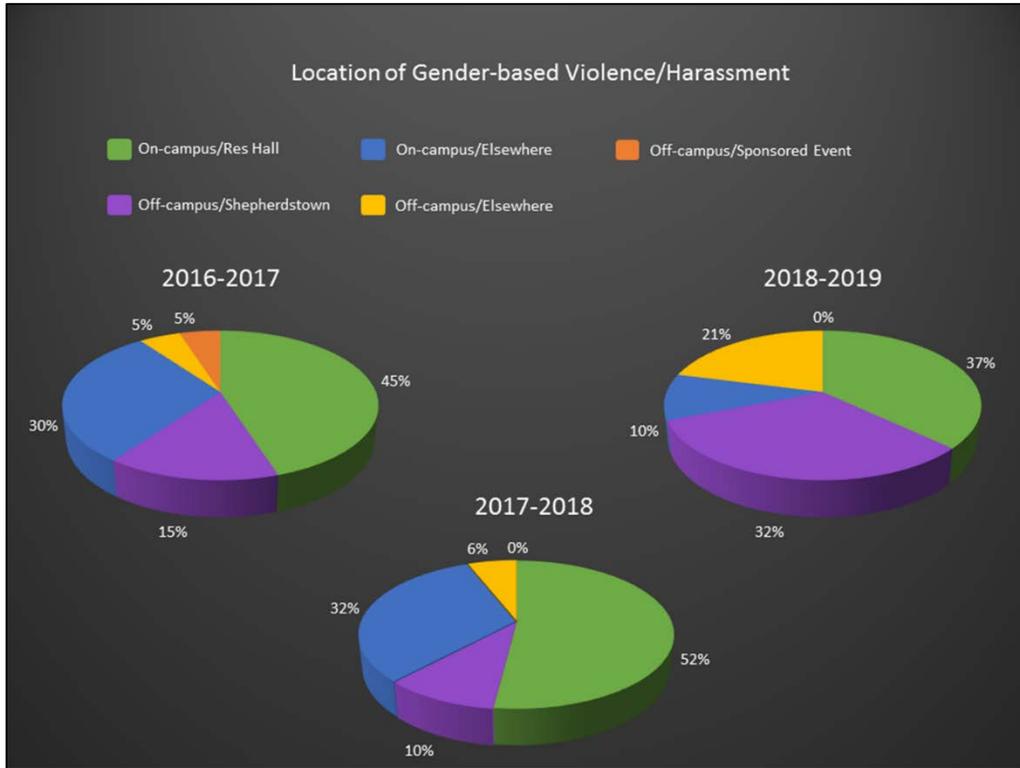
Frequency of Top Presenting Issues



Title IX

Gender-based/Sexual Misconduct Reports and Resolutions





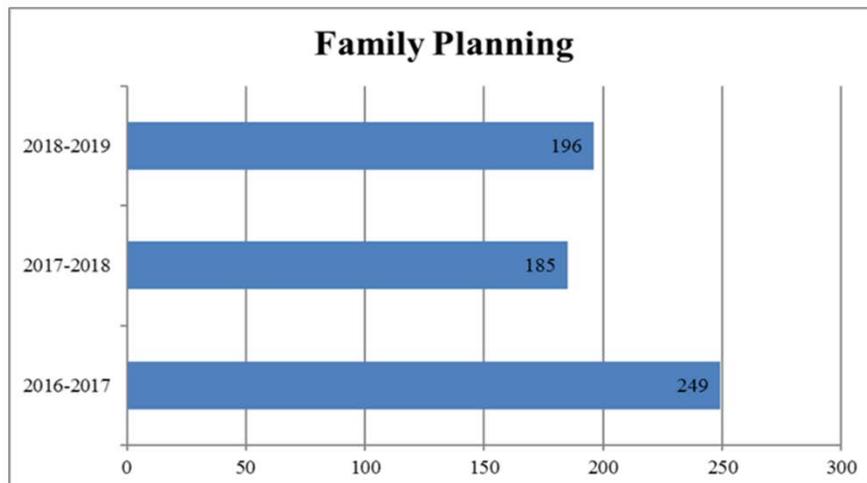
Health Center

Top Six Health Issues Treated

1. Upper Respiratory Infections/Cold Symptoms
2. STD
3. Family Planning
4. Mental Health
5. Rash/Skin Issues
6. Acute Injury

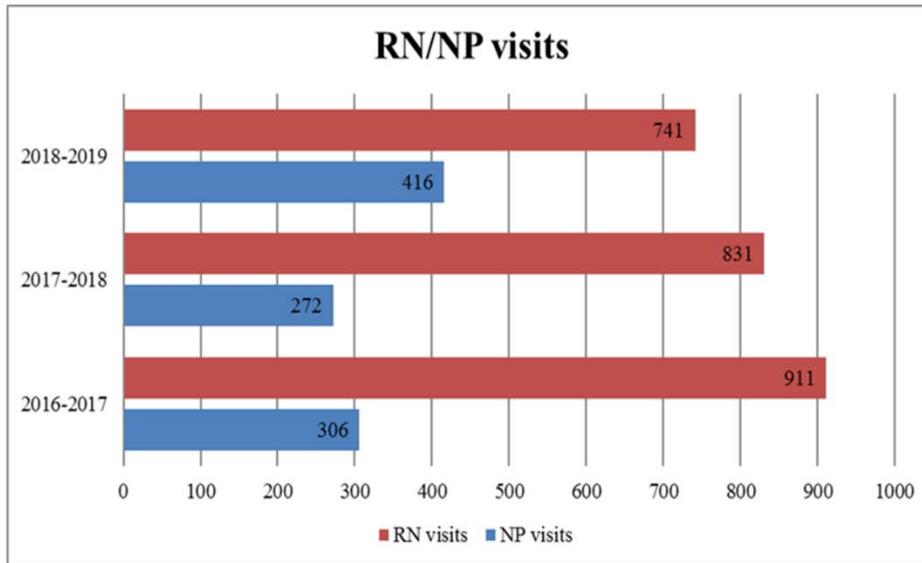


Health Center



Health Center

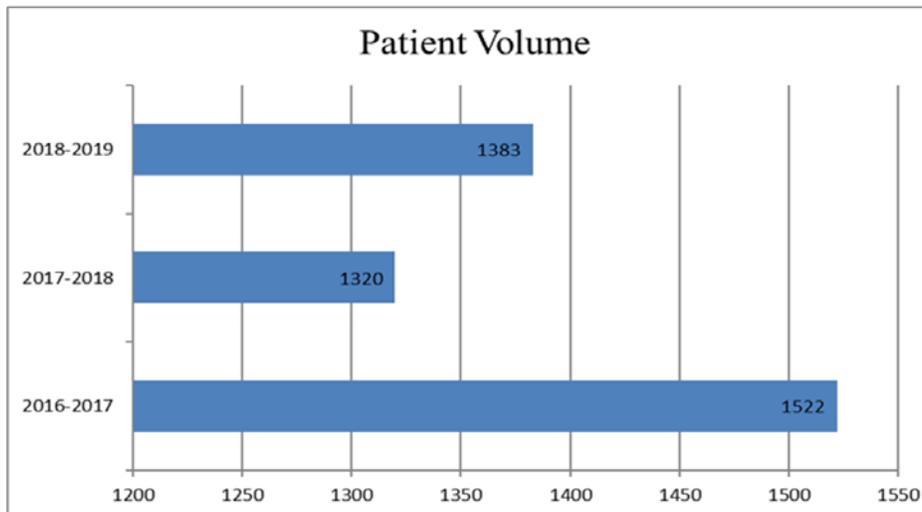
Frequency of Scheduled Student Appointments



Health Center

Total Patient Volume

Number of Student Visits-Appointments, Walk-ins, Tb Tests, and Flu Vaccinations



Accessibility Services

Highlights

- ❖ Under New Management
- ❖ Currently 250 Students Receiving Accommodations
- ❖ Class Accommodations
 - Priority Registration
 - Extended test time
- ❖ Housing Accommodation Examples
 - Emotional Support Animal (ESA) – 3% of residential
 - Single-Residence Hall Room

Veterans Support Services

Resources and Support

1. Veterans Center: First Floor Gardiner Hall
 - Enclosed Vet Study/Meeting Lounge
 - Computer Access
 - Free Printer
 - Pool Table
 - Full Kitchen

2. Student Veteran Activities:
 - Martinsburg VA Center Visits
 - Family Get-Togethers
 - Purple Heart Ceremony
 - Annual Veterans Breakfast with Faculty
 - Annual Veteran's Day
 - Student Veteran Organization
 - Faculty/Staff Green Zone Training



Behavioral Intervention Team

Purpose, Team Composition, and Student Issues

Purpose

Identify students experiencing intrapersonal issues and act as a group to actively intervene and provide the appropriate services, guidance and resources.

Team Composition

Counseling Services, Health Center, Residence Life, Student Affairs Administration, Student Conduct, Student Success, Title IX, and University Police

Student Issues

Depression and Anxiety
Suicidal Ideation
Sexual Violence
Relationship Violence
Illness or Injury
Academic and Classroom Disruption

Academic Year	Number of Students/Cases
2015 -16	194
2016 -17	109
2017-18	112
2018 -19	75

Purposeful Student Engagement

Student Affairs Areas Promoting Engagement

- ◆ Multicultural Student Affairs
- ◆ Student Activities and Leadership
- ◆ Community Service & Service Learning
- ◆ Fraternity and Sorority Life
- ◆ Student Affairs Social Media Student Reach and Impact



Multicultural Student Affairs

Accomplishments

- ◆ HEPC Diversity and Equity Grant - \$7,500 for FY2020
Shepherd has received this grant 18 out of the past 19 years
- ◆ Annual Dr. MLK Day of Service
- ◆ Multicultural Leadership Team
- ◆ Multicultural programming:
 - Mental Health Summit
 - Social Activism Panel
 - Coming Out Panel
 - Hispanic Heritage Week
 - Voices on Campus Series
- ◆ Storer College Faculty Award
- ◆ Annual Phenomenal Woman Award
- ◆ Diversity & Inclusion Conference



Community Service and Service Learning

Traditional Events

- ◆ Blood Drives
- ◆ Campus Cares Competition (Holiday Giving)
- ◆ Potomac Peddler's Touring Club
- ◆ Alternative Spring Break
- ◆ Relay For Life
- ◆ Shep-or-Treat
- ◆ Emerging Leaders
- ◆ Freedom's Run



Community Service and Service Learning *Service Participation*

Community Service			
	2016-17	2017-18	2018-19
Number of Community Service Hours	17,910	7,703	2,446
Average Hours Per Student (Undergraduate Degree-Seeking based on fall semester census)	5.8	2.6	5.9

Service Learning			
	2016-17	2017-18	2018-19
Number of Service Learning Hours	416	300	240
Number of Student Enrolled in Service Learning Courses	9,124	5,668	1,854
Average Number Hours Per Student Enrolled in Service Learning Courses	21.9	18.9	7.7

Community Service and Service Learning *Highlighted Activities*

Community Restitution		
Academic Year	Number of Students	Hours Completed
2016-2017	39	525
2017-2018	17	175
2018-2019	29	717

Emerging Leaders in Service						
Fall Semester	New Students	A-Team Leaders (Peer Leaders)	Faculty/Staff Volunteers	Total Volunteers	Agencies Served	Total Hours
2016	60	8	14	82	17	492
2017	91	9	14	114	17	680
2018	98	8	9	115	12	690

Student Activities and Leadership Development Highlights

- ◆ Annual Involvement Fair
*58 Student Groups
and 300 Student Attendees*
- ◆ Student Activity Events
*Average Attendance Per Event
Increase by 10.8% over last year*
- ◆ In-Person Advisor Training
Seminars
- ◆ 27 Students Completed the
Leadership for a Better World
Certificate Program
- ◆ 33rd Annual Student Leadership
Conference



Annual Student Leadership Conference Participation	
Year	Student Attendance
2015-16	125
2016-17	133
2017-18	142
2018-19	134

Fraternity and Sorority Life Accomplishments



Chapters of Excellence

- ◆ Fraternities and sororities raised more than \$3,800 for philanthropies and completed over 1,110 hours of community service.
- ◆ Senior Noah Hertert earned national recognition as Delta Sigma Pi Business Fraternity's National Collegian of the Year, the highest honor award any member of DSP can earn.
- ◆ During Homecoming, Fraternities and Sororities contributed over 1,500 pounds of food for Shepherd's new Food Pantry.
- ◆ 75 new initiates in 2018

Student Affairs Social Media

Student Reach and Impact

Platform	User Category	2016-2017	2017-2018	2018-2019
Twitter	Followers	456	498	601
Facebook	Followers	513	601	812
Facebook	Reach	3,380	18,130	9,161
Instagram	Followers	225	378	583
Snapchat	Followers	346	100	536
RamPulse	Active Users	2113	2496	2024

Shepherd University



Questions?



Thank you!

Shepherd University Board of Governors
Report to the Enrollment, Student and Community Affairs Committee
December 19, 2019
Agenda Item No. 8-b

CAMPUS SERVICES ANNUAL REPORT

The Enrollment, Student and Community Affairs Committee representative will lead a discussion with the Board on the Campus Services Annual Report, as presented by Mr. Jack Shaw, Vice President for Campus Services.

Campus Services



- **Residence Life**
- **Dining Services**
- **Student Center**

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Auxiliaries

Highlights: Residence Life

Undergraduate Enrollment at Fall Census						
Year	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Total Undergraduate Headcount	3,489	3,320	3,094	2,956	2,817	2,631

Housing Occupancy at Fall Census						
Year	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
First-Year Students	388	389	307	302	334	232
Returning Students	666	590	492	516	510	537
Transfer Students	68	78	75	66	54	63
Readmitted Students	5	2	4	2	5	2
Total Students	1,130	1,061	878	886	903	834

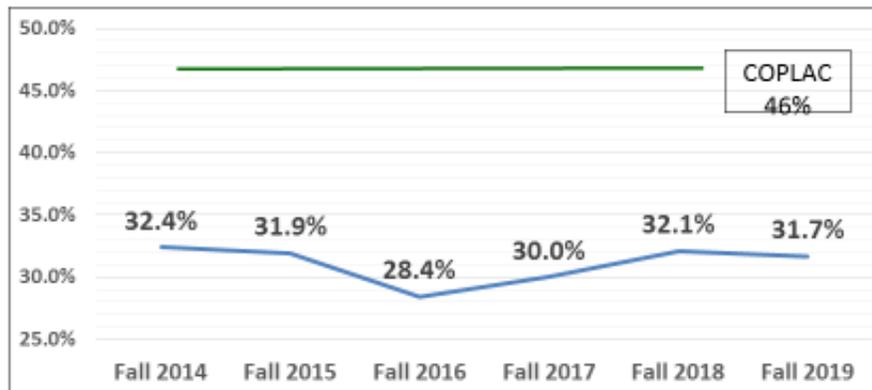
Shepherd University



Auxiliaries

Highlights: Residence Life

Residential Housing Percentage of Total Undergraduate Population



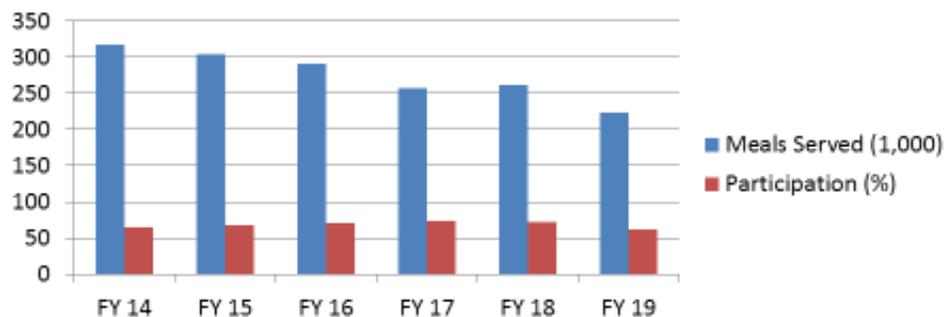
Auxiliaries

Highlights: Residence Life

- FY2019 total revenue of \$6.14 million (including \$1.98 from Potomac Place). Net cash flow of (\$605K), net of \$382 ground lease payment from Potomac Place.
- Installed hard surface flooring in student rooms and lounges in Shaw and Thatcher Halls and new carpeting in corridors. Replaced roof on Shaw in summer, 2018.
- Achieved 70.6% spring to Fall retention for potential returning students, a number above the recent historical average.
- Established community policing program with Shepherd University Police Department to pair officers with residence halls, achieving a goal of increased communication and community development.
- Hired Andrew Price as an Associate Director of Residence Life in July. Andrew was previously a Hall Director at Virginia Tech and completed a Masters Degree at Shepherd in College Student Development Administration in 2016. Andrew served as a Hall Director for Residence Life during his time in the Shepherd CSDA program.
- Sponsored a total of 207 educational programs including wellness, student success, and diversity.

Auxiliaries

Highlights: Dining Services



- Chartwells began service in July 2018.
- FY2019 revenue reached \$3.36 million with a bottom line net revenue of \$58,366, up from FY2018 net revenue of (\$71,864).
- Add "We Proudly Brew" Starbucks to Fireside Bistro in Student Center.
- Participation down in FY2019 to 61.3% (low 70's in previous two years).



Auxiliaries

Highlights: *Student Center*

- Completed abatement and flooring/ceiling renovations throughout summer 2018
- Completed renovation to Bookstore over summer, 2018. New storefront glass doors for Bookstore to be installed soon. Renovations funded by Follett
- Nick Mummert hired as Director in June
- Restroom door upgrades completed in Fall 2019



Shepherd University Board of Governors
Report to the Finance and Facilities Committee
December 19, 2019
Agenda Item No. 9-a

2020-2021 HOUSING, DINING AND OTHER FEES DISCUSSION

Ms. Pam Stevens, Vice President for Finance, Mr. Jack Shaw, and Mr. Bill Sommers, Vice President for Enrollment Management and Student Success, will lead a discussion in the Finance Committee on the 2020-2021 Enrollment, Housing, Dining and Other Fees.