

**SHEPHERD UNIVERSITY  
BOARD OF GOVERNORS**

**MINUTES OF THE MEETING OF OCTOBER 29, 2020**

The Shepherd University Board of Governors met on October 29, 2020 in a special meeting. The meeting was conducted digitally, as described in the Notice of Meeting, and all members participated by both video and audio feed. Members participating were: Ray Alvarez, Gai Caperton, Henry Kayes, Jr., Ransom Kissel, Eric Lewis, 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 members David Avella, Jim Cherry and Taylor Seitzinger were absent from the meeting.

**1. REVIEW OUTCOMES OF THE MARKETING REP AND PROSPECTIVE SERVICES FOR THE UNIVERSITY**

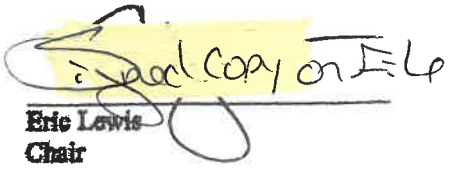
Ms. Shelley Wetzel, Director of Marketing and Digital Strategies, shared a presentation entitled VisionPoint Marketing – Rebranding Shepherd University with the Board.

**2. REVIEW OF IMPACT OF MARKETING INITIATIVES ON UNIVERSITY BUDGET AND PROSPECTIVE MODIFICATION OF THE FYZ21 BUDGET**

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

**RESOLVED**, That the Shepherd University Board of Governors approves up to \$350,000 of additional budget expenditures in FY2021, with \$50,000 of that amount funded by contributions of the Shepherd University Foundation, for contracted marketing services, the commitment of which is subject to the President's review and satisfaction of all commitment contingencies as discussed by members during the meeting.

Following this discussion, the Board adjourned.

  
Eric Lewis  
Chair

  
Henry Kayes, Jr.  
Secretary