

SHEPHERD UNIVERSITY BOARD OF GOVERNORS

MINUTES OF THE MEETING OF DECEMBER 17, 2020

The Shepherd University Board of Governors met on December 17, 2020 in a regular 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, David Avella, Gat Caperton, Henry Kayes, Jr., Ramona 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 Jim Cherry and Taylor Seitzinger were absent from the meeting.

1. **PUBLIC COMMENTS**

No public comments were made.

2. **CONSENT AGENDA ITEMS**

M (Alvarez), S (Avella), PASSED, all members were polled (Member Rini absent at this time), that the consideration of the new degree program, Bachelor of Arts/Bachelor of Science in Appalachian Studies, be moved in the Agenda to "New Business."

M (Alvarez), S (Kayes), PASSED, all members were polled (Member Rini absent at this time), 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 October 29, 2020;
- 2) The Minutes of the Meeting of November 5, 2020; and
- 3) The Staff Awards Benefits Program and its FY2021 Budget for Individual Staff Benefits of \$600,
each as presented in the Agenda materials of December 17, 2020.

3. **PRESIDENT'S REPORT**

President Hendrix reviewed highlights of the ongoing initiatives for advancing Shepherd from among the comprehensive list provided in the President's Report. President Hendrix then asked Ms. Holly Morgan-Frye, Vice President for Student Affairs, to provide an update on Shepherd's response to the COVID-19 pandemic to the Board.

4. **CLASSIFIED EMPLOYEES COUNCIL (CEC) ANNUAL REPORT**

Ms. Cecelia Mason, Chair of the CEC and Staff Writer, Office of University Communications, presented to the Board the CEC Annual Report. The Report focused on the conversion of classified staff to non-classified staff, guest speakers at the monthly CEC meetings, reopening of campus and the measures being taken to ensure employee safety, shifting of job duties and staff taking on additional tasks, streamlining the procurement process, CEC scholarship fund, staff

development for classified and non-classified staff, and de-densifying campus while working to positively represent the University to the public during the Pandemic.

5. **REPORT OF THE ACADEMIC PROGRAMS AND DEVELOPMENT COMMITTEE**
On behalf of the Academic Programs and Development Committee, Mr. Alvarez provided a brief update of the Committee's discussion which included review of the University Development Annual Report. Mr. Alvarez asked Ms. Monica Lingenfelter, Executive Vice President for Shepherd University Foundation, to share a brief overview of her slide presentation with the Board.
6. **REPORT OF THE ENROLLMENT, STUDENT AND COMMUNITY AFFAIRS COMMITTEE**
On behalf of the Enrollment, Student and Community Affairs Committee, Mr. Caperton called on Dr. Kelly Hart, Vice President for Enrollment Management, to provide a brief Enrollment Management update as to the outlook for both spring 2021 and the new freshman class for Fall 2021. Mr. Caperton then provided a brief update of the Committee's discussion which included review of the Student Affairs Annual Report.
7. **REPORT OF THE FINANCE AND FACILITIES COMMITTEE**
On behalf of Finance and Facilities Committee, Mr. Kayes called on Mr. Jack Shaw, Vice President for Campus Services, to provide a brief update on potential changes in room and board fees for FY2022. Mr. Kayes then provided a brief update of the Committee's discussion which included review of the Campus Services Annual Report.
8. **UPDATE ON CHANGES IN STUDENT COURSE EVALUATIONS PROCEDURES**
Dr. Scott Beard, Provost and Vice President for Academic Affairs, provided an update to the Board on changes in Student Course Evaluations procedures.
9. **APPROVAL OF THE NEW DEGREE PROGRAM, BACHELOR OF ARTS/BACHELOR OF SCIENCE IN APPALACHIAN STUDIES**
Chair Lewis called on Dr. Beard to provide the Board with a brief overview of the proposed program. Mr. Alvarez noted that the Academic Programs and Development Committee reviewed this, from a summary financial impact, and are satisfied that there is no significant increase in institutional expenses. The program would be delivered from existing resources, including existing personnel. Dr. Ben Martz, Dean, College of Business, noted there is minimal cost and that the BA/BS options are part of the University's ongoing process redefining what a liberal education is - - innovative and connotative skills are not necessarily found solely in a liberal arts degree.

Mr. Kayes asked if consideration of new programs should be slowed, to be guided by the Marketing Initiative. That process will help lead discussions of programs to consider adding and deleting. However, there is a consensus that the Marketing Initiative will take time, and we should continue to examine our programmatic needs in the interim. Mr. Caperton noted having the same programs we had three, four or five years ago is a mistake. Mr. Alvarez asked Dr. Beard if there are any other programs they want to send to the Board during the next 6-12 months. Chair Lewis requested a wish list of programs that individuals are working on and noted he is working with Dean Martz on one that would only be viable if there was exterior funding. Mr. Alvarez and Chair Lewis will work with the Executive Leadership Team on the wish list to be reviewed at the February 11, 2021, Board meeting.

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 the New Degree Program, Bachelor of Arts/Bachelor of Science in Appalachian Studies, as presented in the agenda materials of December 17, 2020.


10. **NEW BUSINESS**


Chair Lewis provided an update on VisionPoint, the consultant for the Marketing Initiative. He noted the kickoff is underway, and said it is very professional, and he is excited about what they plan to do to get input from the University community. Chair Lewis will send a copy of the slides to everyone.

11. **EXECUTIVE SESSION**

M (Kissel), S (McMillan), PASSED, all members were polled, that pursuant to Section 4 of Article 9A of Chapter 6 of the WV Code, it was moved that the Board enter into executive session for the purpose of discussion of matters relating to confidential legal matters as to prospective real estate transactions.

At the conclusion of the executive session, the Board adjourned.


Eric Lewis
Chair


Henry Bayda, Jr.
Secretary