

Classified Employees Council  
Meeting Minutes  
Tuesday, February 9, 2021  
1 p.m. via Zoom

Meeting called to order at 1:00 pm by Chair Cecelia Mason

**Council Members Attendees:** Sharika Abdul-Muhaimin, Jayne Angle, Sharon Carpenter, Nancy Cowherd, Mona Kissel, Jenny Lind, Cecelia Mason, Rachel Meads, Mary Beth Myers, Teresa Newcome

**Council Members Absent:** Sharon Kendle, Paula Scott

**Guests Attendees:** Esperanza Alzona, Robert Anthony, Richard Crea, Lajuan Curry, Marie Dewalt, Danielle Duvall, Ty Eubanks, Kathy Fasulo, Jackie Fluker, Holly Frye, Tammy Gill, Keri Goodwin, Ginny Haddock, Rachel Hally, Brian Hammond, Heidi Hanrahan, Ken Harbaugh, Dr. Mary Hendricks, Kylee McMillen, Chase Molden, Jo Mulliki, Faith Rice, Karen Rice, Jess Roberts, Theresa Smith, Amy Speck, Sarah Speck, Sherry Sykes, Missy Welsh, Shelley Wetzel

**Speaker: Dr. Mary J.C. Hendrix, President**

President Hendrix presented a power point to update us on the following:

**Surviving uncertain times and Shepherd's Guiding Principles**

- Maintaining financial stability
- Campus remains healthy
- HLC upcoming 2021 accreditation review
- Strategic Plan – Transforming Our Future -benchmarks and progress

**COVID-19 Dashboard**

- Special acknowledgement mentioned many on campus and community
- Production of PPE items
- Daily updates on procedures, testing and vaccines

**COVID-19 Related Expenditures**

- Expenses to date \$902,287
- Reimbursements to date \$252,000

**Financial Overview**

- FY2016 Shepherd was ranked the lowest in state appropriations.
- FY2020 state appropriation was increased to \$12,683,839 – we are now ranked the 4<sup>th</sup> highest in WV for appropriations.

**CARES Act Funding**

- Shepherd received two Grant Awards, GEERF – listen, learn and Engage initiative with the nursing program and NEH - National Endowment of Humanities. These CARE Act funds benefited students and Shepherd.

**Current Budget Outlook**

- FY2021 Net loss projection is \$(1,769,000)

Due to positions being frozen for a while savings would be \$400,000 other anticipated expense savings could be \$1,300,000 so total pending budget reduction would be \$1,700,000 with only a net loss of \$69,000.

### **Enrollment Management**

Student Enrollment comparison chart provided information from FY 2011-2012 through FY2020-2021.

Many thanks to Kelly Hart and her team in their efforts to maintain and increase student enrollment.

### **Vision-Point Marketing**

Shelley Wetzel is leading the Vision-Point Marketing \$319,000 invested in marketing and branding of the university. Provide market research and analysis of competitors and market perception to increase enrollment.

### **The Eastern Panhandle -Economic Outlook/ East Campus Loop Development Project**

Growth predictions focus are Tourism & Hospitality, Professional & Business Services, Manufacturing, Education & Health Services, Financial Activities & Construction.

Public-private partnership with Glen Mark Developers from Morgantown, WV will be working with Shepherd creating a transformational East Campus Loop. A campus and community advisory council has been appointed by President Hendrix.

### **New Initiatives and Partnerships**

- Establish a Hospitality program

- Advancing an Aviation Program

- Launched an RMI (Risk Management Insurance Program)

- Created a Center for Financial Education

- Established a Center of Excellence for Photobiomodulation – train health care providers in how to manage pain with low level light administration, a viable alternative to opioids.

- Thirteen New Academic Programs approved

Distinguished Legislators representing Eastern Panhandle – We Thank You!

- WV Senate

- WV House of Representatives

Communicating with these elected officials the needs and accomplishments of Shepherd University. Each Friday they receive the Shepherd Initiatives and News email. President Hendrix usually receives at least one response to these highlights.

Thanks out to the campus on their contribution to Shepherd during these challenging times.

*Question, answer time and discussion with President Hendrix*

*How were under enrolled programs identified?*

Academic review team under the director of Dr. Scott Beard has developed a list of programs under enrolled courses. Faculty who teach in certain departments and classes will also be participating in other courses across the academic units. Money isn't saved as no professor will be left go, but money isn't made. The hope is to increase revenue with new program enrollment. Can under enrolled programs be "reimagined"?

*There are a lot of great plans for recruitment, what is in the works for retention efforts to keep those recruited students here at Shepherd?* President responded, with limited resources, SU needs

to sit down and asks” “how can we keep you”, “What interests you to stay” If anyone has ideas in retaining students please share as our most important client is the student. We have received additional suggestions from the Success Academy, TRIO and the Center for Teaching and Learning.

*What is the projected enrollment for the new programs?* President: I can’t give estimated numbers. However, with the analysis list completed by Glen Mark they observed that new programs were needed in several areas such as a hospitality program. We feel a three-year evaluation of new programs would provide solid good enrollment numbers.

*Are new degree/certificate programs going to begin in the Fall semester?* Yes, new programs with approval with Curriculum and instruction will begin Fall 2021

*In August a newsletter addressed COPLAC, where are we with this structure. Are we still identifying with COPLAC as a liberal arts institution or more like a profession studies STEM image?*

Vision Point analysis group is talking to all the stake holders. Currently, the campus is a split on being a liberal arts institution or Professional Studies model. Memberships dues are about \$9,500 or COPLAC dues were paid in January.

*Circling back to the discussion last time Dr. Hendrix visited CEC, with the projections for fall enrollment being so low even with CARES funding does it look like we may be facing furloughs or reduction of hours in the fall?* President; we are not at the point of furlough. With CARES Act II we are still anticipating reimbursement of the 900,000 for COVID-19. Kelly Hart should have a better idea of Fall 2021 enrollment closer to March 2021. Also excited about the Summer Start Program bringing in Freshman to earn credits and stay for Fall 2021 semester. Summer Start brochures to be placed within the community. Shepherd is doing a lot and it’s becoming proactive.

*Legislature toying with the idea to get rid of WV income tax which would cut higher education funding.*

Income tax bill will be interesting to follow. Communicating with legislatures on this topic and not to touch Promise Scholarship or State Appropriations. Requesting that WV state appropriated funding for FY22 to be the same as FY21.

### **Consent Agenda – see attached**

Rachael Meads moved to approve the consent agenda and Sharon Carpenter 2<sup>nd</sup> the motion

### **Unfinished Business:**

#### **CEC Bylaws**

Cecelia will be created The CEC Bylaws which have been placed on Microsoft Teams each CEC Member will be sent an email to comment on this revision. What do we want to call ourselves moving forward? Will state code allow for us to be renamed as Staff Council. What do we want to call ourselves moving forward? Staff Council and will state code allow for these changes. Maybe implement at the level of the board policy on campus. Please share input to the bylaws by March 5<sup>th</sup>.

### **COVID-19 update**

Holly Frye sent email on February 8<sup>th</sup> as to those getting their 2<sup>nd</sup> doses with the pending weather as well as testing for students.

### **Staff Development Committee**

\$175.00 is available for each person for submitted staff development expenses. Disbursements went out to four employees. There are two staff who did not receive the full amount and discussion to fully reimburse for expenses. Expenses from fall semester can still be reimbursed to staff. Jenny is reaching out to the classified staff via email regarding the available funds that can still be used for FY21. Funds can be used for classes and training which enhance a person's professional development. Discussion as to whether funding can be used for a group setting as well as an individual funding. Funding in the past was distributed for a wider spectrum of expenses, however due to reduced funding it has become more geared to the work place. Suggestion to "ASK" Pam Stevens and President Hendrix about to increasing staff development budget for FY22. Marie Dewalt to forward Jenny Lind an email list for the classified staff.

What categories do we have and what can we create by March 2021 in order to submit a final document for the June 2021 Meeting.

### **New Business:**

#### **Advisory Council of Faculty - ACF**

Max Guirguis representative of ACF sent a document. ACF received a charge to put into place an evaluation of BoG members. Review their meeting minutes with this action in their [February 1, 2021](#) meeting. Currently, Chairs, Deans, Provost and President can be evaluated. What are other institutions doing to evaluate their Board of Governors?

#### **Children's Scholarship Fund**

Chair Theresa Smith will be sending out an email with guidelines as well as a hard copy to facilities on details of the Scholarship fund.

Cecelia will be work on updating the CEC website and posting of the CEC meeting minutes.

Marie Dewalt mentioned that Shepherd will be participating in the Great College to work survey again which will lend an opportunity to evaluate the BoG.

Jayne Angle suggested to reach out to legislators for an invited zoom meeting with specific questions. How do we stay connected with our representatives and maintain our presence with them? Let's explore this more in the March 2021 meeting.

Motion to adjourn by Sharika Abdul-Muhaimin and seconded by Teresa Newcome.

***Next Meeting March 9, 2021 at 1:00 pm via Zoom.***

*Respectfully submitted,  
Jayne Angle CEC Secretary*