

WEST VIRGINIA UNIVERSITY
BOARD OF GOVERNORS

November 8, 2019

The one hundred seventy fourth meeting of the West Virginia University Board of Governors was held on November 8, 2019 in Morgantown, WV. Board members in attendance/participating by telephone included David Alvarez, Marty Becker, Charles Capito, Elmer Coppoolse, Kevin Craig, Kate Dye, Dr. Stanley Hileman, J. Thomas Jones, Lisa A. Martin, Taunja Willis Miller, Dr. Emily Murphy, Richard Pill, Ed Robinson, J. Robert (J.R.) Rogers, Benjamin Statler, Dr. Kimberly Weaver and William Wilmoth.

**WVU officers, divisional campus officers, representatives (and others)
present included:**

President, E. Gordon Gee;

Vice President, Legal, Government and Entrepreneurial Engagement, Rob Alsop;

Provost, Maryanne Reed;

General Counsel, Stephanie Taylor;

Vice President for Talent and Culture, Cris DeBord;

Vice President and Chief Financial Officer, Paula Congelio;

Vice President for Global Strategies in Higher Education, William Brustein;

Vice President for Diversity, Equity and Inclusion, Meshea Poore;

Associate Provost for Academic Budget, Facilities and Strategic Initiatives,

Mark Gavin;

Dean of Student, Corey Farris;

Associate Vice President for Finance, Anjali Halabe;

Associate Vice President for Academic Affairs, WVU Health Sciences,

Louise Veselicky;

Deputy General Counsel, Gary G. Furbee, II;

Advisor to President E. Gordon Gee, Russian Studies Coordinator,

Slavic and East European Studies Coordinator, Teaching Professor,

Lisa M. Di Bartolomeo;

President, WVU Potomac State College, Jennifer Orlikoff;

President, WVU Tech, Carolyn Long;

Director of Communications and Marketing for Strategic Initiatives,

Erin Newmeyer;

Senior Associate Vice President for Auxiliary and Business Services,

David Beaver;

Executive Director, Facilities Planning & Scheduling, Joe Patten;

Executive Officer and Assistant Board Secretary, Jennifer Fisher;

Executive Director, Student Services and Residence Life,

Patricia Cendana;

Journalism student, Douglas Soule;

Professor and Program Coordinator, Literacy Education,
Allison Swan Dagen;
Senior Executive Director of Communications, University Relations,
John Bolt; and,
Special Assistant to the Board of Governors, Valerie Lopez.

Members of the Press were also present.

CALL TO ORDER

The meeting was called to order by Chairman David Alvarez, at 10:30 a.m. A roll call was taken to determine who was in attendance and a quorum established

ACADEMIC AFFAIRS UPDATES

Provost Maryanne Reed provided the following Academic Affairs Updates:

Curriculum planning and updates

A major focus of my office continues to be on curriculum transformation. We're working with the Faculty Senate on revising the General Studies curriculum, or GEF. This week, the GEF committee is finalizing its draft of a new GEF, which my office will be reviewing over the next several weeks. Our goal is to update and strengthen GEF to give our students both a strong academic foundation and the skills and competencies they'll need to be successful for the careers of today and the future.

We are currently in the process of developing a process to identify, seed and support new academic programs designed to attract new students to the University and address current and emerging market-needs. This process will also enable us to identify programs with consistently low enrollments that can be either reconfigured (with small investments) or retired.

Over the past three years, we have "sunsetting" a number of academic programs, and we will need to take a strategic approach to reviewing future programs.

In the meantime, the Graduate Council has advanced several new exciting master's degree programs and certificates that you will be asked to vote on today. They include:

- A new master's degree in Healthcare Administration designed to meet the growing demand for healthcare administrators in the state and beyond.

- Three new graduate certificates in cybersecurity offered by the Chambers College. They are: Business Cybersecurity Data Analytics, Business Cybersecurity Management, and Business Cybersecurity Foundations.
- A master's degree in Athletic Training, which is a re-configuration of the previous master's degree offered by CPASS. The entire Athletic Training program is being moved to the Medical School, in part, to comply with new accreditation standards.

The University continues to provide international experiences for our students and to expand our efforts to recruit international students. Like many other Universities, we have been experiencing significant declines in our international enrollments in recent years. In conjunction with the Office of Global Affairs, we have established several new partnerships with international institutions.

- We have partnerships with two Chinese universities: Tianjin University of Finance and Economics (TUFEE) and Shanghai Business School. Both agreements are through the Chambers College, and faculty travel to China to teach courses there once or twice a year. The TUFEE program is a 3-plus-1 program, with students completing their fourth year at WVU. The students from Shanghai are under a 2-plus-2 agreement, so they attend WVU during their junior and senior years. This year, we have 56 Chinese students enrolled at WVU as a result of these two partnerships.
- We are evolving and strengthening our partnership with the Royal University of Women in Bahrain. Last month, Vice Provost Paul Kreider and Associate Provost Mark Gavin visited RUW where they worked on developing an expanded series of 2-plus-2 agreements, in such areas of Art and Design, Business and Engineering. The plan is to freeze admissions to the four-year Civil Engineering degree program (on the co-ed campus), which has experienced very low enrollments.

WVU sets enrollment targets/actions

After adjusting for some typical fall attrition, WVU's first-time freshmen retention rate leveled off at 79 percent. This still represents a 3 percent increase from 2018. Our budget model conservatively plans for a one-half percentage point increase next year, putting us at 79.5 percent. However, we think we can do much better than that. While increasing retention will require a multi-pronged approach, on the academic side, we are currently engaged in a number of retention activities that we believe will demonstrate results. They include:

- Expanding mid-term grade reporting to include weeks 4 and 12 for some gatekeeper courses.
- Reforming course scheduling to ensure that students are able to access the courses they need, when they need them, to advance in their majors.
- Increasing academic support in such areas as advising and tutoring.
- Improving transfer student onboarding, advising and scholarships.
- Creating major “pathways” for either undecided students or for students who can’t get into their preferred majors because they don’t meet the admission criteria. Nearly 1,000 of our freshmen or 20% live in CLASS — the Center for Learning, Advising and Student Success. Students in CLASS retain at a significantly lower rate than freshmen who have been admitted to specific majors. So our goal is to move these students into an academic home as soon as possible, where they can begin progressing toward degree completion. The major pathways will identify a number of curricular options for students who can’t get into their majors. These new pathways will include such areas as: Healthcare, Business and Communication, and Engineering and Technology.

As we all know, retention isn’t just an academic issue because students leave campus for a variety of reasons. For example, access to mental health services has become a major issue for students across the country. A recent survey conducted by the TorchStar consultancy group, aimed at determining why students stay at WVU, showed that depression, anxiety and other mental health problems also are having a major impact on our own students.

Online programs update

This year, the Provost’s Office is leading a major review of our online programming efforts, which constitute another revenue stream for the University. Currently, nearly half of our students are taking at least one online course, and approximately 10% of students are taking courses exclusively online. We believe there is room to grow our online enrollment, particularly among graduate students, adult students and other non-traditional learners.

This fall, I tasked four committees to identify the obstacles and opportunities for growing online programming. The committees have been meeting regularly and been asked to address: marketing and recruitment, academic support, operations support and the revenue distribution model. Their report will help to direct and the shape the future direction of WVU Online.

Search for new AI Director

We are partnering with the Office of Research to identify both current strengths and opportunities to increase WVU’s research funding and reputation. We believe that an

area of great possibility is Artificial Intelligence. AI is a technology platform poised to dramatically transform every industry and every aspect of how we live, work, play and learn. To that end, the University is beginning to search for a director of a new AI collaborative that we plan to establish at WVU. This director will be tasked with identifying particular areas of opportunity in AI that WVU can be known for — and will help to develop a multidisciplinary approach to embedding AI across colleges and programs.

Deans' searches

The academic leaders of our institution are vital to helping us build an outstanding reputation. To that end, there are several searches underway to fill current deans' vacancies. We are at the finalist stage for the Statler College dean's search and have brought three finalists to campus so far, with the fourth coming to campus next week. We are beginning in earnest our searches for deans of the Davis College of Agriculture, Natural Resources and Design, and WVU Extension Service. The search committees have been selected, and Greenwood Asher and Associates, a national higher education search firm, will soon begin to solicit the names of qualified candidates. The Davis search is running slightly ahead of Extension's, but we hope to bring to campus finalists for both positions in early Spring.

Working together to address challenges and opportunities

My office has been working hard to create positive and productive working relationships with faculty and administrative leaders by being accessible, helpful and as transparent as possible about the decisions we are making and the reasons "why" we're making them. It's also important that we are all working from the same set of information. That's why I'm very excited that on December 9th, the Education Advisory Board (or EAB) will give the same "higher ed landscape" presentation to the Faculty Senate that it gave to the Board of Governors in September. We will be recording that presentation and sharing it with the rest of the campus.

Faculty highlights

And of course, WVU administration teams can't do it alone. The continued success of our institution relies heavily on our extraordinary faculty whose work elevates our academic reputation. A few highlights include:

- Dr. Donald Adjero of the Lane Department of Computer Science and Electrical Engineering, Dr. Partho Sengupta of the WVU Heart and Vascular Institute, and Dr. Gianfranco Doretto also of the Lane Department – along with their colleagues in the University of Arkansas System – were recently awarded 4 million dollars to investigate innovative approaches to healthcare using artificial intelligence. This

collaborative project also will engage high school students through our Health Sciences and Technology Academy.

- Dr. Kathy Benison of the Department of Geology and Geography was recently selected as a participating scientist for NASA's Mars 2020 expedition. As one of only 10 scientists, Benison will be responsible for helping to select rocks and sediments that will be gathered by the Mars 2020 rover.
- Dr. Carla Brigandi of the College of Education and Human Services and Dr. Nancy Spillane with WVU Teach are focusing their grant-funded efforts on enhancing K-12 gifted and talented resources as well as STEM education in rural communities across the state through their "Project Appalachian Coders."
- Dr. Geri Dino and Dr. Alfgeir Kristjansson, both of the School of Public Health, and Dr. Melissa Blank from the Department of Psychology were recently awarded \$750,000 from the Centers for Disease Control and Prevention to collaborate on a project to address health issues associated with vaping and youth mental illness.

Student highlight

And finally today, as a reminder of why we're here, I am beginning a new tradition of highlighting an outstanding student in my report to the Board of Governors. I'm happy to introduce to you Douglas Soule. He is a journalism senior in the Reed College of Media who is serving his second year as editor-in-chief of The Daily Athenaeum. Douglas is a Bridgeport native who has taken full advantage of every opportunity that has come his way. In addition to his work at the DA, Douglas held a paid internship at the Charleston Gazette-Mail, was selected for the highly competitive Politico Summer Institute and recently had a shared byline in The Washington Post for a story about opioid settlements in West Virginia and the impact of opioid abuse on families and children. Following his introduction, Mr. Soule briefly addressed the board and members of the audience.

APPROVAL OF MINUTES

J. Thomas Jones moved that the minutes of the September 13, 2019 regular meeting be approved. The motion was seconded by Lisa A. Martin and passed

COMMITTEE REPORTS

November 7, 2019 – Strategic Plans and Initiatives Committee Meeting – Committee Chairman Elmer Coppoolse reported on a long committee meeting yesterday afternoon, during which several Executive Session issues were discussed, including the university's budget and financial health, student housing and dining services, Morgantown Energy Associates and a steam plant update, maximum use of real estate property of the university, Information Technology updates, Voluntary Separation

Incentive Plan numbers, and cost savings related to the shared services project. Chairman Coppoolse further stated there were no actions emanated from said Executive Session discussions.

November 8, 2019 Audit Committee Meeting: Audit Committee Chairman J. Thomas Jones reported on today's Audit Committee meeting - during which committee members, in executive session, received a report from WVU's General Counsel, and a report from a representative on behalf of the Director of Internal Audit. Chairman Jones further stated there were no actions emanated from said Executive Session.

Ad Hoc Governance Committee: Committee Chairman J. Thomas Jones reported that his committee will be working with President Gee and Chairman Alvarez to develop a series of best practices that will be shared with the board during its February, 2020 regular meeting.

November 8, 2019 – Finance and Facilities and Revitalization Committee Meeting: Committee Chairman Marty Becker provided the following report related to this committee meeting:

- Updates were provided on several capital projects;
- Public presentations were made related to the FY 2019 Financial Statements and Audit Reports for both West Virginia University and West Virginia University Research Corporation;
- In addition, members of WVU's External Audit Firm, CliftonLarsonAllen, presented a comprehensive audit presentation for these financial statements and addressed any questions posed by board members. It is noted that a quorum of all board members attended this public committee meeting.

Chairman Becker also reported that the Finance and Facilities and Revitalization Committee accepted and approved both the FY 2019 Financial Statements and Audit Reports for West Virginia University and West Virginia University Research Corporation – and further stated that it is the recommendation of this committee that the full board accept and approve both of these sets of Financial Statements and Audit Reports - as part of today's Consent Agenda.

PRESIDENT'S REPORT

President Gee offered the following comments:

WVU Medicine firsts

As you well know, Mountaineers go first, and this month WVU Medicine has logged some impressive “firsts” in its service to our state. With the Rockefeller Neuroscience Institute, WVU Medicine has launched a first-in-the-U.S. clinical trial using deep brain stimulation for treatment-resistant opioid use disorder. This is an important step forward in our ongoing battle against this devastating epidemic in West Virginia, which leads the nation in drug overdose deaths involving opioids.

And last weekend, surgeons at the West Virginia University Heart and Vascular Institute and the WVU Medicine Transplant Alliance performed our state’s first heart transplant. In a state where heart disease is the leading cause of death, nothing is more important than giving people state-of-the-art cardiac care close to home. I can personally attest to the quality of our cardiac team and the confidence that comes from knowing high-caliber care is available. Offering heart transplantation here is a huge advance toward a healthier West Virginia.

Upcoming events

As we celebrate West Virginia’s heritage and traditions during Mountaineer Week, we recognized those who best personify our state’s generous spirit.

During halftime tomorrow, we will honor:

- Bob and Tia McMillan as our Most Loyal West Virginians
- Rhonda Wade as our Most Loyal Alumni Mountaineer
- Kevin Berry, as Most Loyal Faculty or Professional Staff Mountaineer, and
- Debbie Koon-Friel, as our Most Loyal Staff Mountaineer.

Congratulations to all this year’s honorees.

President Gee publicly thanked Chairman David Alvarez for his company’s contributions in demolishing Stansbury Hall. This was a major commitment and Chairman Alvarez stepped by to assist the university with this project.

Finally, President Gee reported on the exciting events that transpired during yesterday’s interactions among members of the WVU Board of Governors, the WVU Foundation Board and the Alumni Association Board. The presentations and social interaction during this Tri-Board event were exceptional and important exchanges occurred for the benefit and future of West Virginia University.

INFORMATION ITEMS

There were no questions or concerns expressed by any Board members pertaining to the Information Items contained within the agenda.

CONSENT AGENDA

Chairman Alvarez called for any discussion of today's Consent Agenda items and asked whether any items needed to be pulled for a separate discussion/vote. There being no such request made Kevin Craig moved that today's Consent Agenda be approved. This motion was seconded by William Wilmoth and passed.

Thereupon, the following Consent Agenda items were approved:

1. Receipt and Acceptance of 2019 Financial Statements and Audit Report for West Virginia University

Resolved: That the West Virginia University Board of Governors approves the receipt and acceptance of 2019 Financial Statements and Audit Report for West Virginia University, as presented.

2. Receipt and Acceptance of 2019 Financial Statements and Audit Report for West Virginia University Research Corporation

Resolved: That the West Virginia University Board of Governors approves the receipt and acceptance of 2019 Financial Statements and Audit Report for West Virginia University Research Corporation, as presented.

3. WVU Human Gift Registry Renovation (Former Health Sciences Center Morgue)

Resolved: That the West Virginia University Board of Governors approves the project and total budget, as presented.

4. Renaming of Building – WVU Tech. Beckley Campus

Resolved: That the West Virginia University Board of Governors approves the renaming of one building on the WVU Tech. Beckley Campus from Athletics' House 2 (Basketball House) to the Barrett-Kelley Athletic Hall of Fame.

5. Reauthorization of Lease to the UMCA of Kanawha Valley

Resolved: That, pursuant to BOG Governance Rule 5.1, the West Virginia University Board of Governors reauthorizes the granting of a lease of the Neal Baisi Athletic Center, located in Montgomery, WV, to the YMCA of Kanawha Valley.

6. Reauthorization of Lease of Farmland in Reedsville, West Virginia

Resolved: That, pursuant to BOG Governance Rule 5.1, the West Virginia University Board of Governors reauthorizes the leasing of farmland (not more than 112 acres, more or less) for the benefit of Davis College of Agriculture,

Natural Resources and Design (“Davis College”) and the J. W. Ruby Research Farm, located in Reedsville, West Virginia.

7. Approval of the Master of Science in Athletic Training Degree Program within the School of Medicine

Resolved: That the West Virginia University Board of Governors approves the creation of a Master of Science in Athletic Training degree program within the School of Medicine

8. Approval of the Master of Health Administration (MHA) Degree Program within the School of Public Health

Resolved: That the West Virginia University Board of Governors approves the creation of a Master of Health Administration (MHA) degree program within the School of Public Health.

9. Approval of new Graduate Certificates in Business Cybersecurity Data Analytics, Business Cybersecurity Management, and Business Cybersecurity Foundations in the John Chambers College of Business and Economics

Resolved: That the West Virginia University Board of Governors approves the creation of three new graduate certificates in Business Cybersecurity Data Analytics, Business Cybersecurity Management, and Business Cybersecurity Foundations within the John Chambers College of Business and Economics.

10. Appointment to County Extension Committees

Resolved: That the West Virginia University Board of Governors approves the nominees and alternates for positions on the County Extension Service Committees in West Virginia, as presented.

EXECUTIVE SESSION

Chairman Alvarez requested a motion that the Board go into Executive Session, under authority in West Virginia Code §§6-9A-4(b)(2)(A), (b)(9), (b)(10) and (b)(12) to discuss:

- Confidential and deliberative matters regarding University strategic priorities and personnel matters;
- Possible naming opportunity related to an academic unit;
- Possible naming opportunity related to an academic building; and,
- Report by General Counsel.

The motion was made by Elmer Coppoolse, seconded by Marty Becker and passed. Following the conclusion of Executive Session, Charles Capito moved that the

Board rise from Executive Session. This motion was seconded by Taunja Willis Miller and passed.

DISCUSSIONS/ACTIONS EMANATING FROM EXECUTIVE SESSION

Upon returning to general session, Chairman Alvarez asked for a motion concerning the potential naming opportunities related to an academic unit and academic building as discussed during today's Executive Session. Marty Becker moved that the board approve the naming opportunities related to an academic unit and academic building as discussed during today's Executive Session, and that the information be withheld until a later date at which time formal announcements and ceremonies will be held. This motion was seconded by William Wilmoth and passed.

ADJOURNMENT

Chairman Alvarez announced that the Board will conduct its next regular meeting on December 20, 2019 in Morgantown. There being no further business to come before the Board, Marty Becker moved to adjourn the meeting. The motion was seconded by Kevin Craig and passed. The meeting was adjourned at 12:15 p.m.

Taunja Willis Miller, Secretary