

THE WESTERN CAROLINA UNIVERSITY BOARD OF TRUSTEES RETREAT
October 31-November 1, 2019
The Monte Vista Hotel
Black Mountain, NC

Board Members Present: Mr. Bryant Kinney, Mr. Kenny Messer, Mrs. Haden Boliek, Mr. Casey Cooper, Ms. Joyce Dugan, Mrs. Kathy Greeley, Mr. Tim Haskett, Mr. Ken Hughes, Mr. Bob Roberts, Mrs. Rebecca Schlosser, and Mr. David Rhode, SGA President.

Board Members Absent: Mr. John Lupoli and Mr. Tom Apodaca.

Others Present: Chancellor Kelli R. Brown, Interim Provost Richard Starnes, Vice Chancellor Mike Byers, Vice Chancellor Sam Miller, Interim Vice Chancellor Jamie Raynor, Dr. Melissa Wargo, Mr. Craig Fowler, Mr. Larry Arbaugh, Mr. Shea Browning, and Ms. Jessica Woods, Assistant to the Chancellor/Assistant Secretary to the Board of Trustees. Also, present was Mrs. Carolyn Coward, BOG member.

Thursday, October 31, 2019 at 1:30 pm

Welcome

Chair Kinney welcomed everyone to the retreat and called the meeting to order at 1:30 pm. Chair Kinney shared that Mr. Tom Apodaca has resigned from the WCU Board of Trustees, effective as of November 1, 2019. His term will be filled as soon as possible. Ms. Woods called the roll of the Board members in attendance.

Review of Board Roles

Chair Kinney thanked the trustees for taking the time to attend the retreat and their dedication to the board. Chair Kinney explained that Board members should be prepared for all meetings and that it is important to review all materials in advance. Chair Kinney added that WCU activities or events is a way we gain better knowledge of the university. Chair Kinney extended a special thanks to the trustees who made it to the WCU activities and events, including ballgames, freshman move-in, scholarship luncheon, Allen Hall dedication, and other events. Chair Kinney also thanked the trustees for their service on the Beer and Wine Sales Committee, Chancellor Residence Committee, and Transition Team. Chair Kinney asked the trustees to alert him when receiving calls about campus issues, so that he can work with Chancellor Brown and team on action and feedback to the board.

Chair Kinney stated that he understands the Board members have time constraints, but shared the expectation to attend all board meetings and not to be absent more than three consecutive meetings, per the System Office rules and BOT Bylaws. Chair Kinney mentioned that, if Board members are not able to physically attend events, to stream them online if available (only allowed two, per fiscal year).

Chair Kinney shared that trustees can engage with Western Carolina University and suggested that trustees use social media to share great information about WCU on Facebook, Twitter, Instagram, LinkedIn, and other outlets.

Chair Kinney shared the list of expectations of Board of Trustees Members. Chair Kinney explained that the Board has a good rapport with diverse opinions. He also shared the AGB Article on Board Culture (Rx for a Successful Board: A Healthy Board Culture, November, 2014). Discussion followed. Chair Kinney noted that trustees should perform their own culture "health checks". Chair Kinney mentioned that the

AGB Conference will be held on April 5-7, 2020 in Washington, DC at the Gaylord National Resort and Convention Center.

BOG Update

Mrs. Carolyn Coward provided a BOG update. Mrs. Coward shared that the current Board of Governors Chair is Randy Ramsey. Wendy Murphy is the Vice Chair of the Board of Governors. Mrs. Coward shared that she is on the Presidential Search committee with five other committee members. UNC Listening Sessions are being held on each University campus. Discussion followed on applicant qualifications and expectations. Mrs. Coward shared information on issues for the Budget and Finance Committee. Discussion followed on issues including mental health issues and summer school funding.

Demographic Changes and Impact on WCU

Dr. Sam Miller and Dr. Richard Starnes presented on Demographic Changes and Impact on WCU. Dr. Miller shared the Fall 2019 Profile Booklet with the board. Dr. Miller shared the data from the Demographics and the Demand for Higher Education book by Nathan Grawe. Dr. Miller shared data and slides for the looming birth dearth; diverging fortunes by region and selectivity; summarizing by segment and selectivity (Elite, National, and Regional HEI'S); Institution's impact; and preparing for demographics changes. Discussion followed.

Budget Basics/Debt Capacity/Infrastructure Funding

Mr. Mike Byers presented on the funding for WCU. Mr. Byers shared that students and tax payers supply money to WCU and the percentage of each category. He shared the list of non-state funds and state-funds (tuition and state appropriation). Mr. Byers also shared the enrollment funding. Discussion followed. Mr. Byers also shared the information on deferred maintenance on existing facilities and debt capacity. Discussion followed.

Discussion

The Trustees and Chancellor Brown discussed the feedback on the Chancellor's first 90 days.

Friday, November 1, 2019

Welcome

Chair Kinney called the meeting to order at 9:00 am and welcomed everyone to the meeting. Chair Kinney thanked Christy Ashe for arranging the Monte Vista Hotel venue, lodging, and meals. Chair Kinney thanked Jessica Woods for preparing the Retreat material and posting to the BOT website. Chair Kinney thanked board members for their participation in the Retreat.

Report from the Task Force on Beer and Wine Sales at Athletics Events

Mr. Tim Haskett and Mr. Kenny Messer reported on the findings and recommendations of the Task Force on Beer and Wine Sales at Athletics Events. Mr. Haskett reviewed the process and included the meeting dates, team assignments and focus, core interview questions, key points from interviews, and initial draft recommendations. The recommendation on the presentation was for the WCU Board of Trustees Special Committee on Beer and Wine Sales at WCU Athletic Facilities to recommend that the Board of Trustees of WCU allow the issuance of permits for the sale of alcoholic beverages at athletic facilities on the campus and/or property owned or managed by WCU and report the implementation plan back to the Trustees at its March 2020 regular meeting. Discussion followed regarding other implementation recommendations.

College Wrestling

Mr. Casey Cooper welcomed and introduced Mr. Mike Moyer, Executive Director of the National Wrestling Coaches Association. Mr. Moyer presented on a recommendation for wrestling at WCU for informational purposes. Discussion followed.

Alumni Engagement Review

Mrs. Jamie Raynor shared the Alumni Engagement Review. Mrs. Raynor shared the Executive Summary from WASHBURN & MCGOLDRICK, who was engaged by Western Carolina University in the spring of 2019 to conduct a comprehensive assessment of the Office of Alumni & Family Engagement with particular emphasis on alumni programming and outreach, organizational structure, and volunteer leadership. The assessment focused primarily on engagement and outreach activities that involve events, programming, as well as all volunteer activities and study participants were selected by WCU staff. An additional component of the review included the office's organizational structure and associated budget. Mrs. Raynor shared that the assessment involves five phases: information gathering and review, one-on-one stakeholder interviews, three focus group discussion sessions, analysis of on-line survey responses, and peer school benchmarking comparison analysis. Mrs. Raynor shared the interview and focus group goals, survey goals, benchmarking data, and observations and findings. Mrs. Raynor shared the next steps and that the final report will include a complete study overview, benchmarking comparisons, and comprehensive analysis of the survey data. The reports detailed sections will also include comprehensive observations, strengths, challenges and opportunities from all phases of the study. The final report will result in recommendations for increasing and measuring alumni engagement using the standards of volunteer, experiential, communication and philanthropic involvement. Discussion followed on creating positive student experiences and engaging alumni.

Crisis Comms/Mgmt (Role of the Board)

Dr. Melissa Wargo and Mr. Mike Byers shared information on the Crisis Communications/Management (Role of the Board). Dr. Wargo shared the summary of Emergency Notification Systems including RAVE, LiveSafe, Siren, Alertus, Campus Email, and Web Page. Dr. Wargo shared information on types of Crisis Communications, how we prepare in advance, role of media, board communications/role, and key take-aways.

Tuition and Fees

Mr. Mike Byers and Dr. Sam Miller shared information on the Tuition and Fees. Mr. Byers and Dr. Miller shared the process for Tuition and Fee proposals and increases. Dr. Miller provided a handout to the board and discussed the 2020-2021 Tuition and Fee Proposals. Discussion followed on the Tuition and Fees.

Discussion

The Trustees and Chancellor Brown discussed the recommendations for the Chancellor's next 90 days.

Adjournment 1:40 pm