

BOARD OF GOVERNORS

BRIDGEVALLEY COMMUNITY AND TECHNICAL COLLEGE

MINUTES

MARCH 5, 2021

A meeting of the BridgeValley Community and Technical College Board of Governors (BOG) was held on Friday, March 5, 2021, at 9:00 a.m. via video conference.

Board members present: Mark Blankenship, Sally Cline, Barry Crist, Jane Harkins, Pamela Hyde-Wines, Andrew Kennedy, Srini Matam, Andrea Petry, Kent Wilson and Daniel Wright. Also in attendance were President Bellinger and BridgeValley faculty and staff.

I. Call to Order

Chair Sally Cline called the meeting to order at 9 a.m.

II. Roll Call

Roll was taken by Amy Moore noting that a quorum was present.

III. Approval of Minutes

Danny Wright moved to approve the meeting minutes of November 6, 2020. Jane Harkins seconded the motion. Motion carried.

IV. Possible Executive Session Under the Authority of WV Code §6-9A-4 to Discuss the Purchase, Sale, or Lease of Property

Jane Harkins moved to enter executive session under the authority of WV Code §6-9A-4 to discuss the purchase, sale or lease of property. Pamela Hyde-Wines seconded. Motion carried.

Following Executive Session, the Board reconvened in open session, and the following action was taken:

Kent Wilson moved that the Board ask the WVCTCS to act upon the Master Plan as proposed by BridgeValley in Spring 2020 by their scheduled April 2021 meeting or before. Jane Harkins seconded. Motion carried.

V. Administrative Items

a. Information Item: FY 2020-2021 Budget Update

Cathy Aquino provided a budget update comparing year to date actual spending for two quarters of this fiscal year to budget. She noted that overall revenue is at 49.1%. State appropriations are at 48.2%. Tuition and fees revenues are on target. Fall enrollment was slightly less than last year.

She noted that salary and benefits are at 53.2% and are on target. Non-payroll expenses are at 46% and are slightly below target. Total expenses are on target at 51.5%. Fifty percent of the operating budgets were released in the first quarter to departments. Fund balances remain healthy at this point in the fiscal year, the primary reason is the fall tuition and fees revenue is collected mainly in the first quarter.

Cathy provided an update on the CARES Act funds. BridgeValley has been awarded \$1,445,025 by the US Department of Education. Half of the funds, \$722,513, must be distributed directly to students as grants. The Financial Aid Staff determined which students qualified according to federal financial aid guidelines. As of December 31, 2020, students have received the entire \$722,513. The second half of the funds may be used by the institution for COVID related expenses occurring after March 13, 2020. Federal guidelines are being evaluated to ensure that all expenses charged to the fund will be allowable. As of December 31, 2020, expenditures totaled \$345,396.79. Categories of expenses were online training, distance learning, cleaning and safety, and other (working from home). Quarterly reports are available for review on the COVID-19 page of the BridgeValley website.

In January, BridgeValley received the second round of awards. The student portion totaled \$722,513 and the institutional portion totals \$1,936,719. Disbursements to students are in process.

VI. Academic Affairs

a. Academic Catalog and Academic Program Consolidation Update

Dr. Socia provided an update on the Academic Program Consolidation. He reported from the actions of the February 2020 Board meeting where it was agreed to consolidate academic programs and reduce programs from 76 to 41, as of yesterday, we have officially completed that process. Dr. Socia expressed his gratitude to the deans, faculty and academic committees for their work to get this project completed.

b. Introduction to Meta-Majors – Pathfinder Ways

Dr. Calisa Pierce, Associate Dean of Curriculum Development, provided an introduction to the Meta-Majors. Dr. Pierce was tasked to shepherd the Guided

Pathways Project and get it ready to go for Fall 2021 semester. Guided Pathways is a movement to help students complete (which streamlines student's choices so they have structure and not a huge array of choices) and to offer and revamp support and very clear learning outcomes. Since, Fall 2019 they have been working on the Meta-Majors clusters. Programs were split into clusters. This program works by having students work with career services to take career inventory in addition to their placement testing. From that career inventory, if they are undecided they will have counseling that will help them get into a cluster that will identify a tentative major. All students in the same cluster will have the same first year classes. In those clusters, they will have a career class. In week five, they have an option to switch majors. In week six, they will start a specified introductory course just for their program. During first five weeks, they will do their own GPS in which they select every elective class they will take during their college career.

c. Institutional Learning Outcomes Updates

Dr. Calisa Pierce stated they had 20-faculty volunteer to serve on the taskforce to review the formerly called general education curriculum. The entire faculty committed to keeping the four main objections and worked in detail at revamping and strengthening them.

d. Academic Affairs Strategic Initiatives for Economic Development in West Virginia

Dr. Peter Soscia stated that Dr. Bellinger asked him to do some research and begin to think about strategies for our post pandemic world. He wanted to frame it in a way that had economic value for the community and helped transition us into a more sustainable, diverse and wealthy Kanawha Valley Region. He put a package together that is in review right now. It is not so much an organizational discussion but where the institution can focus and provide leadership in West Virginia and the region with the idea that the programming should create but most importantly provide pathways for young people to live and stay in West Virginia. Three areas essential to the growth of the West Virginia economy are a) Digital Infrastructure; b) Telehealth and Telewellness; and c) Entrepreneurship and Small Business Ownership. He provided ways that BridgeValley can assist with these areas. Just now putting the finishing touches on the white paper that we can distribute and share with funders and other companies.

e. Assessment and HLC Report Status

Suzette Breeden, Vice President of Academic Affairs and HLC Liaison, provided the status of the HLC Report. The HLC Self-Study reports requires institutions to write a report and provide evidence for five criteria. Within those five criteria, there are 21 components and 68 sub-core components that must be addressed. BridgeValley met 20 of 21 components. Only core component met with concerns was 4.B. Because of concerns, they required an interim monitoring report.

Dr. Christina Johnson discussed the steps taken to address deficiencies that the team noted. The interim report addressing these deficiencies is due May 15, 2022.

VII. Reports

a. Enrollment Update

Dr. Todd Jones, Vice President for Student Affairs, provided an update on enrollment. First, Dr. Jones thanked his team. The spring 2021 enrollment is up 2% (1102 students) as compared to last Spring (1080 students) which was pre-covid.

Barry Crist asked Dr. Jones to provide the number of students retained from Spring 2020 to Spring 2021. Dr. Jones stated that he would send the information to the Board by email.

b. Marketing/Website Report

Crystal Berry with 25th Hour Communications provided an update on marketing/website efforts for BridgeValley. The “look book” was finalized and is in the hands of Michelle Wicks, Outreach Coordinator, to share with community leaders. Had Meet the Majors campaign, which a no cost tactic. Used the Meet the Majors program as lead into our paid advertising for spring semester. The message for spring campaign was “transfer or train for a high tech career”. Purchased traditional media at significant discounts offered by vendors such as TV, newspapers and billboard. We received discounts up to 90 percent. Did have a noticeable increase in transfers. Did a financial aid no cost tool to improve financial literacy in our community and service area. Was able to drive over 3,000 users to our no cost tool on our website. Crystal discussed upcoming campaigns for the college. Established Intranet for faculty and staff. Created a portal for students called My Bridge. Still in very preliminary stage on updating website.

c. College Stress Test

Dr. Laura McCullough provided the results of the College Stress Test. She stated that BridgeValley received an excellent score. Results are based on an eight-year trend.

d. President’s Report

Dr. Bellinger thanked the Board for their dedicated concern for the students and stated that the students are the number one priority for the college.

VIII. Additional Board Action and Comments

IX. Upcoming Dates to Remember

- a. April 29 — Last Day of Classes
- b. May 8-14 — Final Exam Week
- c. May 15 — Commencement (will be virtual)

X. Next Meeting

Friday, May 7, 2021

9 a.m.

TBA

XI. Adjournment

There being no further business, the meeting was adjourned.



_____, Ashley N. Deem, Chair



_____, Kent Wilson, Secretary