



BOARD OF GOVERNORS
BridgeValley Community and Technical College
Meeting Minutes

October 6, 2023

A meeting of the BridgeValley Community and Technical College Board of Governors was held on Friday, October 6, 2023, at 1:00 p.m. at the ATC in room 131/132.

Board members present: Mark Blankenship, Barry Crist, Christopher Grady, Barry Holstein, Summer Johnson, Larry Pack Jr., Dr. Andrew Kennedy, & Ron Rogillio.

I. Call to Order

Chair Blankenship called the meeting to order at 1:05 p.m.

II. Roll Call

Role was taken by Mrs. Fizer noting that a quorum was present.

III. Approval of Minutes

Mr. Holstein moved to approve the meeting minutes of June 23, 2023

Mr. Rogillio seconded

Motion carried

Mr. Blankenship stated for the record that he was coming from the funeral service of Judge Joanna Tabit and extends condolences to her family and friends; she will be missed.

IV. Reports and action items publicly

- a) **President’s Report:** Enrollment update: We have a 188-student increase from last year, exceeding our enrollment goal of 5%. Mr. Blankenship stated, “more is better”. Dr. Sacks extended a huge kudos to the admissions, enrollment, and the recruitment teams, as well as faculty for getting students engaged.

The WIN Academy – BridgeValley is looking at the feasibility of expansion into the manufacturing area. The opening enrollment was 18 students: 6 seniors and 12 juniors. Students come from Jackson, Kanawha, Putnam, and Roane Counties.

In retention and completion, we have been doing a lot of work to make our student experiences better. We just started the mapping in Financial Aid to standardize processes.

There is an upcoming HLC (Higher Learning Commission) accreditation and site visit. Dr. Christina Johnson has virtual zoom meetings set up for Monday, October 16, 2023 for the board. Dr. Sacks encouraged attendance, as this accreditation is what provides access to financial aid.

The cyber security incident has been wrapped up, 6,887 letters were sent to students who had potentially been impacted. Cybersecurity protocols are in place.

Facilities update:

- The lease agreements for B2000 and building 704 are finished and awaiting signature from the Governor's and state Real Estate office. The ground lease for the ATC is still being drafted.
- The house in Montgomery and Ratliff Hall are still under contract
- The last thing for facilities is that we are waiting for the grant portal from the governor's office to release those \$3 million dollars that had been earmarked for deferred maintenance projects.

Grant awards since the last BOG meeting:

- Medical Lab Tech expansion received \$103,000.
- 10 different awards for the Learn and Earn program which totaled \$513,000.
- ARC Power Prosperity Grant \$2M.
- Strengthening Institutions Grant from the Department of Education. \$2.2 million dollar project over 5 years.

Congratulations to James McDougle for his ongoing success as today is his last day at BridgeValley CTC after 11 years and will further his career at Mountwest.

Mr. Blankenship noted that the new BOG members have already taken an Oath of Office and Oath has been executed. The board welcomes: Ron Rogillio, Staff Rep, Summer Johnson, Staff Rep and Chris Grady, Student Rep

- b) **Budget Report presented by Cathy Aquino:** This is the last time reporting on the CARES Act, as these funds have been spent. The quarterly reports will continue to be on the BridgeValley website as required by ED. There will still be one annual report due in January. In the spring the board approved the overarching budget, so today there is a breakdown of functional areas. We have also received some grants, chargebacks, which are helping us to balance our budget.

With the completion of the fiscal year, what follows is a budget update comparing year to date spending for four quarters of this fiscal year to budget.

- Overall revenue is at 103.0% of budget:
 - State appropriations are at 100% of budget
 - Tuition and fee revenues are on target with Education and General at 106.0%, Auxiliary at 114.7%, and Capital at 109.0%. Enrollment is slightly up.
 - Workforce contracts revenue is at 151.5%
- Expenses:
 - Total expenses are on target at 98.1%
 - Salary and benefits are at 96.0% and are on target
 - Non-payroll expenses are at 106.1% and are on target
 - Operational budgets were released at 100% to departments
- Fund Balances:
 - Fund balances remain healthy at the end of the fiscal year

This year's budget reflects funding from tuition and fees (education, general, auxiliary, and capital fees) as well as state appropriations.

What follows is a conservative budget based upon the following assumptions:

- State appropriations are \$8,629,476 which includes \$264,889 that was used for raises.

- Tuition and Fees revenue is conservatively estimated with revenue projections reflecting flat enrollment. All three categories reflect an estimated increase due to the change in tuition assessment. Students are charged for every credit hour taken and not capped at 12 hours as in the past.
 - Payroll is budgeted based on full-time and part-time salary costs and related fringe benefits. Merit raises and faculty promotions account for most of the increase over last year. PEIA increases are also included.
 - Non-payroll expenses include fixed costs, academic departments, and administrative departments. Operational budgets were released to departments at 100%. Departmental budgets were allocated based on last year's actual expenditures. Like last year, an offset from grants was included to balance the budget. Grant funds were charged for allowable grant expenses.
- c) **Marketing Plan and Budget presented by Michelle Wicks:** We recently worked with the SWIM group and created a marketing plan to include a SWAT analysis of the market and determine what our strengths, weaknesses, opportunities, and threats are. The measurable objective that we hope to get out of the plan is to increase awareness and positive perception of the institution and a 3% increase by spring of 2023. We want to increase our digital reach and increase foundation giving. We want to provide more student telling of our students to include more student success stories, implement a consistent brand advertising, social media posting, and we want to support our strategic recruitment in our region of Clay, Fayette, Kanawha, and Putnam. We want to invigorate our college stakeholders to try to build more partnerships in businesses and within the community.

The overall marketing budget is \$106,000, that is up \$6,000 from last year. Yearly expense breakdown includes:

- A contract with the marketing firm Auge Gray and Drake for \$60,000
- Media buys at \$35,000
- Sponsorships at \$3,800
- giveaways at \$5,000
- technology at \$920
- Staff training at \$200.

Upon this plan, what we hope to do to evaluate what we are doing to see if it is working is to confirm that there is an increase in applications, increase in enrollment and do three earned media placements, increase digital engagement, and increase foundation funding. Mr. Blankenship added that he believes that if we have the 3% increase in enrollment the Marketing Plan is well worth it. Mr. Holstein extended his appreciation in the direction of highlighting the student success stories. Mr. Blankenship encouraged that our student success story should include Alumni.

Mr. Blankenship asked if there were any questions for Cathy or Michelle. Hearing none, meeting proceeded.

Mr. Holstein made a motion to enter executive session to speak with legal counsel about a contract at 2:06 pm
Mr. Grady seconded
Motion carried.

Mr. Holstein made a motion to exit executive session at 2:40 pm
Mr. Grady seconded
Motion carried.

- V. **Board comments and discussion** – Mr. Holstein stated that it has been a good meeting and great discussion.

VI. **Adjournment**

Mr. Blankenship made a motion to adjourn at 3:07 p.m.

Mr. Grady seconded.

Motion carried

Mark C. Blankenship

Mark Blankenship, Chair

M&B

Megan Callaghan Bailey, Secretary