

The University of Virginia's College at Wise
College Board Minutes

2019

February 1, 2019

March 29, 2019

May 10, 2019

August 23, 2019

November 8, 2019

THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE BOARD

Friday, February 1, 2019
Library, Sixth Floor

Marcia A. Gilliam
Chair

Lewey K. Lee
Vice Chair

Tentative Agenda

9:00 a.m. CALL TO ORDER AND OPENING REMARKS Marcia A. Gilliam

- Pledge of Allegiance
- Adoption of Agenda
- Approval of Minutes of November 9, 2018 Board Meeting

REMARKS BY VICE CHAIR Lewey K. Lee

REMARKS BY ALUMNI REPRESENTATIVE Joseph R. Carico

REMARKS BY STUDENT MEMBER Telena M. Turner

ACTION ITEMS

SPECIAL RECOGNITIONS Marcia A. Gilliam

REPORT ITEMS

APPALACHIAN REGIONAL COMMISSION TUITION Donna P Henry

**MARKETING AND BRANDING Donna P. Henry
David W. Martel**

**ENTERPRISE RISK MANAGEMENT Donna P. Henry
Phillip D. Porter**

STUDENT AFFAIRS ORGANIZATION Jewell Worley

REPORT OF THE CHANCELLOR Donna P. Henry

- Enrollment Management Search
- "Ours to Shape" Event

11:30 a.m. CLOSING REMARKS BY CHANCELLOR Donna P. Henry

COMMENTS FROM MEMBERS All

CLOSING REMARKS BY CHAIR Marcia A. Gilliam

12:00 p.m. LUNCH

Minutes

The University of Virginia's College at Wise Board

February 1, 2019

The University of Virginia's College at Wise Board met on Friday, February 1, 2019 at 9:00 a.m. at the UVa-Wise Library. Members present were Mike Allen, Joey Carico, Katheryn Curtis, Marcia Gilliam, Marvin Gilliam, Jim Gott, Don Green, Leton Harding, George Hunnicutt, Fran Hunt, Lewey Lee, Karen Mullins, Ruby Rogers, Mike Thomas, Telena Turner, Roger Viers and Dawneda Williams. Members absent were Paul Buchanan, Jim Humphreys, Joe Frank Smiddy, Robert Stallard, and Jeffery Sturgill.

Chair Marcia Gilliam presided over the meeting, and Dawn Jessee recorded minutes. Ms. Gilliam opened the meeting by leading everyone in the Pledge of Allegiance.

The meeting began with a showing of the UVa-Wise Global Education in the Heart of Appalachia video featuring Donna P. Henry as commentator. The video is on the College website and a link to the video will be e-mailed to the board members. Chancellor Henry recognized Dave Martel, UVA Vice President for Communications and Chief Marketing Office, for his inspiration to create this video. Mark Dixon took the lead and Kathy Still scripted the piece.

Marcia Gilliam welcomed everyone and wished them Happy New Year with only 47 days until spring.

A motion was made by Dawneda Williams and seconded by Ruby Rogers to approve the agenda as presented. The motion received unanimous approval.

A motion was made by Katheryn Curtis and seconded by Don Green to approve the minutes of the November 9, 2018 meeting of the College Board as presented. The motion received unanimous approval.

Remarks by Chair: Ms. Gilliam recognized UVA guest, Dave Martel and shared photo of Huda Aden's new arrival, Fareed. The College Board sent flowers to Huda and baby. Please mark your calendars for special events at the College as listed in board packets: Foundation Board Meeting, Friday, March 8, Scholarship Luncheon, March 30, Founders Day, April 12 and Commencement, May 11. Women's Alumni Basketball game is February 9 and Men's Alumni basketball game is March 2. She commended the mens' and womens' recent wins on Wednesday night. Softball plays this week in Richmond.

Remarks by Vice Chair: Mr. Lee highlighted Professor Garrett W. Sheldon, who has taught since 1983, is a Professor of Political Science and is the John Morton Beaty Professor of Political Science at UVa-Wise. He is a graduate of the University of New Mexico, earned a doctorate from Rutgers University and has been a visiting scholar at Oxford University. He also pastors a church in Big Stone Gap. He is a recipient of the SCHEV Outstanding Faculty Award; published 12 books; presented at numerous conferences and universities around the world; and studied Thomas Jefferson.

Mr. Lee commended the 30 employees in maintenance and housekeeping for all the work they do in the upkeep of the buildings and grounds on the 396 acres of the campus as highlighted in the video at the beginning of the meeting.

Remarks by Alumni Association Representative, Mr. Joey Carico shared that the Alumni Association regular meeting was held in November and the next meeting is scheduled for March 12. The Alumni Association is celebrating its 50th anniversary this year. Fifty years ago the Clinch Valley College Alumni founders had the foresight to establish such a great organization. The on-going #10for5 campaign is to increase alumni giving and participation. Beth Boyd has the new logo on the website and Facebook page that denotes we are forever indebted to these alumni. The Alumni Association gives out thousands of dollars through the Miners Family scholarship. Mr. Carico read thank you notes from a few of the recipients who expressed their appreciation for how the scholarship impacted their lives. Upcoming events include: Mens' and Womens' alumni basketball games in the spring with Taproom takeovers scheduled on February 9 and March 2. Truck-in Thursdays will continue beginning in March and conclude in May to avoid bad weather. Summer Trips to London and Spain are being offered to alumni; DC Alumni chapter held a tailgate event prior to the Shepherd Game and the Richmond Chapter held a tailgate at the UVA-Wise vs. VCU game. The Alumni Association is still working with other chapters to plan events. The spring student engagement activities were reviewed as listed in the board packet.

Remarks by Student Member: Telena Turner shared that this semester will be marked by growth and opportunity. The Multi-Cultural Center opened on October 2, 2018 on the 3rd floor of the Library in the 24-hour section. This office works hard for students with a goal to promote inclusion and to engage historically underrepresented students. She recognized Vallen Ellis as the first Intern for Diversity and Inclusion. This week a group of six students toured the Multi-Cultural Center at UVA. On Monday, January 28, twenty-two student abstracts were accepted to the NCUR Conference at Kennesaw State University the week of April 10-13. Ms. Turner appreciates what a privilege it is to participate in undergraduate research.

ACTION ITEMS

Special Recognitions: A resolution recognizing Dana G. Kilgore for her service to the College was read by Roger Viers. A motion was made by Dawneda Williams and seconded by Karen Mullins to approve the resolution as presented. The motion was approved unanimously.

A resolution recognizing Darlene Moore for her service to the College was read by Karen Mullins. A motion was made by Lewey Lee and seconded by Fran Hunt. The motion was approved unanimously.

A resolution recognizing Katherine Stallard for her service to the College was read by Ruby Rogers. A motion was made by Karen Mullins and seconded by Leton Harding. The motion was approved unanimously.

REPORT ITEMS

Appalachian Regional Commission Tuition: There is currently legislation to amend the Code of Virginia as it pertains to reduced tuition rates for the ARC region. This legislation is making its way through the House and Senate Finance and Senate Health Committees. If approved, it will move to the Governor for signature as it was declared emergency legislation. There is a plan to move forward and the College Board input is requested on the reduced rate. For the first year, we recommend ARC students be charged the in-state tuition including the out-of-state capital fee of \$500. Once the tuition rate is set, it will then be submitted to the Chief Operating Officer at UVA for approval. There has been great interest in this bill and we are excited about its approval. There are currently ten ARC admission applications submitted and the plan to advertise will be reviewed during the marketing and branding session of the meeting.

A couple of questions were raised regarding TN and KY institutional tuition rates for out of state students. As a result of free community college tuition in TN, ETSU implemented a policy for students within 300 air miles of Johnson City to receive in-state tuition rate. Ohio University is offering in-state rates in our area. Chancellor Henry pointed out that on the ARC area map, the counties in our immediate area in SWVA are the most economically depressed and this part of the ARC region is very similar to SWVA.

Marketing and Branding: The previous update to Admissions materials (Are you UVa-Wise) occurred about five years ago and it is time to start a new initiative. Last spring, President Sullivan asked Dave Martel, UVA Vice President of Communications and Marketing to look at what UVa-Wise was doing in marketing. Dave will now review where we are in the process.

Dave Martel: Since the spring of 2018, Mr. Martel, UVA marketing groups, photographers and teams of video producers have visited Wise to get to know the College and develop a smart effective plan of support. The first step was to hire a marketing agency of record, 160over90. 160over90 then went through a discovery process of meeting with a variety of stakeholders of high school student guidance counselors, administrators, faculty members, high school students, athletics, donors, elected officials and coaches to get to know the College. 160over90 is moving forward and looking at the structure of branding and marketing with the next stage being a creative execution. Areas of focus include a general awareness and enrollment support as priorities.

The ARC initiative is a game changer but not a silver bullet – this levels the playing field by offering the same costs and will provide a competitive advantage for a time. Proactive steps already taken include identifying and contacting potential students from the ARC region and planning creative actions to leverage students for the 2019 fall class. This fall class will not see a dramatic impact but can have a substantial impact for fall 2020.

Questions from board members were raised about how 160over90 is structured to provide service to UVa-Wise, how to sustain the work and the enrollment goals. These agencies have dedicated “branches” of marketing and creative teams to work with UVa-

Wise and there is a plan to develop in-house expertise and formation of a small marketing team based at the College.

Board Member, Marvin Gilliam remarked that he was very impressed with how 160over90 embraced not only the culture of the college but the community as well. They came here not to tell us what to do but to see what we are doing and how best to help us by turning over every rock in Wise and SWVA – which is what an outside company should do. Mr. Gilliam is ready for the “flash bang” part of the process. The 160over90 group meets again in late March and should be able to provide a status report of results at the March 29 board meeting.

Enterprise Risk Management:

Phil Porter (via phone), UVA Director of Enterprise Risk Management reported the following. The ERM was introduced at the last meeting and the intent is a process to strengthen our ability to achieve our mission and strategic objectives. An Action Plan slide was displayed on the screen and is included in the board packets.

ERM was initiated by the BOV members with a suggestion that UVA-Wise be on boarded in this process. The goal is to identify risks including threats and opportunities. Senior Staff members make up the Risk Management Council (RMC) and Faculty and Staff are the Risk Management Network (RMN). Major objectives were clarified to hone in on particulars that can enable the College to achieve its mission and goals taken from the strategic plan and mission of the College. Electronic surveys were submitted by RMC and RMN members with a 92% response rate with 185 total responses and 23 survey participants. The survey was anonymous and allowed people to speak their minds. All of the responses were combined into one rollup with 11 risk topics identified as shown on the ERM Key Risks slide (included in board packet). There is no prioritization in the way risks are listed. If the College Board sees any items missing, please feel free to share. Chancellor Henry reviewed and provided additional clarification for each item on the list. The next step is to identify Risk Leads and Executive Owners. This will be presented to the board at a future meeting.

Board members commented on how local community members and businesses can support students. The Cavalier Connection transportation is a great example of this collaboration. Students use this service for on campus and off campus travel. This van is also a great opportunity for advertising as a “rolling” billboard. A suggestion was also made to create a permanent communication tool between the College and local businesses – possibly monthly meetings at The Nest with student participation as well. It was noted that cyber security and physical security did not appear to be one of the key risks identified. This list is not all inclusive and there are risks that are already being managed very well.

Another key risk that was not identified was that graduates will not be marketable when they graduate. There needs to be a long term plan to build a world class placement organization to cultivate a relationship with prospective employers and students. This risk is built into the Student Centric Focus and is an imperative issue to be addressed. A new office, Career Discovery and Planning with two staff members is now under the Economic and Development Office and is located in a high visibility area in Crockett Hall. This risk was identified and work continues to elevate this office.

Student Affairs Organization: Jewell Worley, Vice Chancellor for Student Affairs, reviewed the organizational structure of the newly formed Division of Student Affairs and current initiatives (listed on handout). Rusty Necessary, Vice Chancellor for Enrollment Management was recognized for his efforts in laying the ground work for this division and noted that all of her staff are alumni of the College. The mission of the Division of Student Affairs is to promote services, programs, facilities, and learning opportunities based on sound student development theory that enhance the academic experience of each student and encourage holistic growth to augment individual development. Areas identified are as follows: Division of Student Affairs Office/Housing Office, The Counseling Center, Office of Compliance & Inclusion (OCI), Student Activities & Recreation and the Office of Student Engagement.

Enrollment Update: Rusty Necessary, Vice Chancellor of Enrollment and Admissions, who is retiring at the end of the month, provided current update and process for enrollment and admissions. The Admissions Team has been involved in eight weeks of travel across the state of Virginia visiting high schools and working with Guidance Counselors, two full weeks of travel in the Kentucky tuition area overlapping the ARC area, and one week in Tennessee to give the College exposure and help build out the class.

Twenty high school senior classes visited the campus in the fall with a follow up on-site admission program. This gives them to opportunity to see themselves as students here at Wise. The on-site admission program includes free application, an admission decision on the spot along with financial aid and scholarship estimates. The financial aid timeline has shifted from January to October and this helps students make decisions sooner.

The Virginia College Application Week participation provides the College access to 73 different high schools across the state of Virginia with exposure to 17,000 students. There is an open house in the fall and one in the spring, Admitted Student Day is scheduled for March 1 (typically 70-75 students participate in a very hands on day with the academic departments). As of yesterday, freshman enrollment was up 10.3 %, this equates to 70 more applicants as compared to last year at this time, offers are up 17%, with 76 more students having been offered admission. Enrollment is trending ahead over the past four years at this same time. Of the 76 offers, we can be guaranteed 35 enrollees ahead of last year. The College and the Admissions team do an incredibly good job of converting applicants once they get to the admitted stage.

The Common App has been a great resource to add to the Admission toolbox. The Common Application is a platform that a number of schools use to help facilitate the application process for students. Forty-three (43) universities/colleges in Virginia are participating. The College is only participating in the freshman app but may add the transfer app in the future. The numbers are impressive. As of yesterday, 295 students have applied to UVa-Wise through the Common Application. Distribution of these numbers are even across in-state, out-of-state and international. The College has 145 prospects that are sitting in Common App—someone that is in the process of completing the application that the college has access for follow up. One hundred ninety-eight (198) students have added the College to their school list for fall.

Questions from board members included how do we survey those who choose not to attend after applying as to why and how is the college doing in retaining students from freshman to sophomore years? Students that chose not to attend are tougher to respond to surveys. The Admissions team does have conversations with the students and obtain some of the reasons. Retention experts recommend surveying students three – four months after leaving college because students are not always open about the reasons for leaving. An admitted student survey is a great idea and would need some incentive to respond. The College's E2020 freshman to sophomore retention goal is set at 80%. Efforts are on-going in meeting this goal. Four and six year graduation percentages are slowly climbing and is an important metric. Work continues with improvements in serving our students at current demographics.

Rusty Necessary's farewell reception is scheduled for February 22 and everyone will receive an invitation.

Chancellor Henry's report included the following updates:

Parker Executive Search firm was engaged to support the Enrollment Management search. Kendall Rainey is the Chair and the committee consists of areas that work directly with this position. This position will report directly to the Chancellor. Parker Search indicates that this is a very difficult field to recruit in now and a good pool of candidates would be eight to ten for skype interviews with three to five interviews on campus in April and wrapping up in May. Jamie Rose will act as the Interim Director of Enrollment Management. In addition, an enrollment management consultant with extensive experience in higher education is working with the College to develop a short-term and long-term enrollment strategy.

Ours to Shape initiative is President Ryan's process for strategic planning through a series of events across grounds with students, faculty and administrators. Margot Rogers was hired at UVA to lead the strategic planning. President Ryan is the featured key note speaker at The Forum on Education / Kanto Award on March 7 and plans to arrive in Wise earlier in the day for conversations regarding Ours to Shape. He is also confirmed to be the key note speaker at commencement and will attend the College Board/Board of Visitors meeting on May 10. Chancellor Henry's gift/book to 2019 graduates is President Ryan's book, *Wait! What?*

At the last board meeting, the 80/30 UVA tuition commitment was discussed. Students with income of \$80k and less would have tuition and fees covered and income of \$30k and less tuition, fees and room & board would be covered. Several discussions have been held regarding how this could impact UVA-Wise and what could be done. A possible plan for the fall of 2020 is for UVA-Wise to offer students with income of \$40k and less tuition that could eliminate the need for student loans. To offer the \$80k and less, the College would need an additional \$3M. Work will continue with the Board of Visitor members and President Ryan on how UVA-Wise can be a part of this initiative. President Ryan has committed to helping the college achieve this goal.

The Appalachian School of Pharmacy (ACP) collaborated with our faculty, Margie Tucker and Mike Shell to develop a joint degree program. This agreement would allow students to enroll in UVA-Wise for a three year program, be admitted to ACP and after

two years, matriculate at ACP and be awarded a bachelor's degree in natural sciences. The pharmacy school is a three year program so essentially in six years, students can be awarded both a bachelor's degree and a doctor of pharmacy degree. Pharmacy is typically an eight year program. ACP has committed 20 spaces for UVa-Wise students. This is an opportunity to build a program around pharmacy for our students and will begin with the fall 2019 academic year.

An Undergraduate Symposium is planned for April 19 at UVa-Wise; the online RN to BSN program is fully approved and is currently recruiting for a cohort in the summer; the Masters in Art in Teaching (MAT) is still in the process of being approved and requires additional new paperwork submission and will include a site visit.

The office of Student Engagement is working to create a Freshman Advising model with faculty; Development and College Relations has raised \$3M midway through the fiscal year; Mrs. Hunter Smith was recognized at the Annual Benefactors as Benefactor of the Year and the Volunteer of the Year Award was presented to Epsilon Epsilon Pi Kappa Phi alumni; Samuel Wharton is the new Assistant Director of Athletic Development; three new grant applications have gone out; and the dates for special events are listed on page 13 of board packet as referenced by Chair, Marcia Gilliam.

Finance and operations have been very busy working on audits with the UVA Audits Team; the Oxbow Center renovation work continues and another grand opening event will be held, Amanda Hughes was hired as Director of the Cashiers Office replacing Katherine Stallard who retired; Campus Police moved from one end of the building to another area as space was needed to install security system/cameras that will enable Campus Police to monitor campus entry ways and doors with the use of iPads; and the David J. Prior Convocation Center is very busy with hosting many of the local high school regional games.

The fourth Annual SWVA Economic Forum is scheduled for May 15; the College is the support agency for GO VA and thanks to Shannon Blevins' efforts in getting that up and going; the Healthy Appalachia Institute (HAI) was awarded \$700,000 state funding for the next two years to lead the development and implementation of the Appalachian Telemental Health Network. Three new staff members will be hired to provide enhanced access to mental health assistance in the region; Entrepreneurship & Development programs are scheduled, i.e. Rally SWVA; Community Coaching Summit; and Emerging Leadership Program to help our communities; The Nest is growing and recruiting students; Chancellor Henry's Freshman orientation class visited the Nest last fall and two students joined. One student has a Mermaid business and the other student was interested in doing App development. Both are excited about growing and starting businesses.

Chairman Marcia Gilliam commented that it was great to see Jim Gott back. Mr. Gott stated that he is honored to be on the board and glad to see a lot of old friends.

CLOSING

There being no additional business or comments, the meeting adjourned at 12:10 p.m. Ms. Gilliam thanked everyone for their attendance and participation.

Respectfully submitted,
Karen Mullins, Secretary

Resolutions Approved by The University of Virginia's College at Wise Board

1. Resolution of Appreciation

The University of Virginia's College at Wise Board

Resolution of Appreciation

Honoring Dana G. Kilgore

WHEREAS, Dana G. Kilgore was an outstanding and distinguished faculty member of The University of Virginia's College at Wise and Clinch Valley College from 1982 to 2018, serving in the Department of Business and Economics; and

WHEREAS, Professor Kilgore distinguished herself as a teacher to countless undergraduate students; and

WHEREAS, Professor Kilgore educated accounting students to exacting standards, producing students who competed in the Goodman Challenge and won it in Spring 2007; and

WHEREAS, Professor Kilgore contributed her personal leadership and countless hours to professional activities in her field; and

WHEREAS, Professor Kilgore served her department and the College diligently as chair from 1995 to 1998; and

WHEREAS, Professor Kilgore provided numerous hours of service to the College faculty and community, serving as chair of the Faculty Senate and chair of the Faculty Committee on Evaluation, both elected positions reflecting the trust her colleagues had in her judgment; and

WHEREAS, Professor Kilgore gave generously of her time and expertise to serve on the County Board of Supervisors; and

WHEREAS, Professor Kilgore modeled high standards and a life of teaching for colleagues and students alike;

THEREFORE BE IT RESOLVED that the members of The University of Virginia's College at Wise Board, on behalf of the faculty, staff, students, and citizens of Southwest Virginia, extend to Professor Dana Kilgore their profound gratitude, respect, and best wishes for all future endeavors on this day, February 1, 2019.

2. Resolution of Appreciation

The University of Virginia's College at Wise Board

Resolution of Appreciation

Honoring Darlene Moore

WHEREAS, Darlene Moore has provided tireless and invaluable service to The University of Virginia's College at Wise and Clinch Valley College since 1982; and

WHEREAS, Ms. Moore has capably managed the Office of Academic Affairs for six Provosts and was dutiful in her constant assistance to the Provost and Academic Dean; and

WHEREAS, Ms. Moore in 2003 received the inaugural Leonard W. Sandridge Outstanding Contribution Award, the University of Virginia's highest award for its staff; and

WHEREAS, Ms. Moore was selected by the UVa-Wise faculty for the 2015 Tom Galyean Award for Outstanding Contribution to the Academic Program; and

WHEREAS, Ms. Moore has an unparalleled knowledge of the College, having worked in the Cashier's Office, Accounts Payable, the Registrar's Office, the Bookstore, the Post Office, and operated the switchboard; and

WHEREAS, in the Office of Academic Affairs, Ms. Moore reconciled academic accounts worth millions of dollars and maintained payroll for all of the College's teaching and general faculty; and

WHEREAS, Ms. Moore maintained flawless records regarding academics and faculty; and

WHEREAS, Ms. Moore contributed to the success of countless projects and the production of numerous documents; and

WHEREAS, Ms. Moore contributed greatly to the morale of the Academic Affairs staff with her famous peanut butter cake; and

WHEREAS, Ms. Moore was always kind to everyone including countless nervous students who passed through the Office of Academic Affairs seeking exceptions, appeals, readmission, visas, or assistance;

THEREFORE BE IT RESOLVED that the members of The University of Virginia's College at Wise Board, on behalf of the faculty, staff, students, and citizens of Southwest Virginia, extend to Darlene Moore their profound gratitude, respect, and best wishes for all future endeavors on this day, February 1, 2019.

3. Resolution of Appreciation

The University of Virginia's College at Wise Board

Resolution of Appreciation

Honoring Katherine Stallard

WHEREAS, Katherine Stallard has been an outstanding staff member of The University of Virginia's College at Wise since 1995, starting as a part-time employee of the Cashier's Office and moving up to the Manager of the Cashier's Office; and

WHEREAS, Ms. Stallard possesses a wealth of institutional knowledge, having served the College for over twenty-three years; and

WHEREAS, Ms. Stallard has served the College with distinction, integrity, and the utmost professionalism; and

WHEREAS, Ms. Stallard has worked diligently to provide excellent customer service to the students, faculty and staff of the College; and

WHEREAS, Ms. Stallard has assisted countless students with their financial needs, allowing them to complete their College careers; and

WHEREAS, Ms. Stallard retired from The University of Virginia's College at Wise in December 2018;

THEREFORE IT BE RESOLVED that The University of Virginia's College at Wise Board, on behalf of the faculty, staff, and students, extends to Katherine Stallard its profound gratitude and best wishes for all future endeavors on this day, February 1, 2019.

THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE BOARD

Friday, March 29, 2019

Library 6th Floor

Marcia A. Gilliam
Chair

Lewey K. Lee
Vice Chair

9:00 a.m. CALL TO ORDER AND OPENING REMARKS Marcia A. Gilliam

- Pledge of Allegiance
- Adoption of Agenda
- Approval of Minutes of February 1, 2019 Board Meeting

REMARKS BY VICE CHAIR Lewey K. Lee

REMARKS BY ALUMNI REPRESENTATIVE Joseph R. Carico

REMARKS BY STUDENT MEMBER Telena M. Turner

ACTION ITEMS

SPECIAL RECOGNITION Marcia A. Gilliam

**APPROVAL OF FY' 2020 IN-STATE TUITION PROPOSAL Sim Ewing
Donna P. Henry**

**APPROVAL OF REDUCED TUITION RATES FOR
STUDENTS DOMICILED IN THE ARC REGION Sim Ewing
Donna P. Henry**

REPORT ITEMS

WISE WRITES PRESENTATION Emily Dotson

**160over90 MARKETING INITIATIVE AND
ARC RECRUITING/MAILERS UPDATE Donna P. Henry
Dave Martel**

PERSONNEL SEARCH STATUS Donna P. Henry

REPORT OF THE CHANCELLOR Donna P. Henry

11:30 a.m. CLOSING REMARKS BY CHANCELLOR Donna P. Henry

COMMENTS FROM MEMBERS All

CLOSING REMARKS BY CHAIR Marcia A. Gilliam

12:00 p.m. LUNCH

Minutes

The University of Virginia's College at Wise Board

March 29, 2019

The University of Virginia's College at Wise Board met on Friday, March 29, 2019 at 9:00 a.m. at the UVA-Wise library. Members present were Mike Allen, Paul Buchanan, Joey Carico, Katheryn Curtis, Jim Gott, Don Green, Leton Harding, George Hunnicutt, Fran Hunt, Lewey Lee, Karen Mullins, Ruby Rogers, Jeffery Sturgill, Mike Thomas, Telena Turner and Roger Viers. Members absent were Marcia Gilliam, Marvin Gilliam, Jim Humphreys, Joe Frank Smiddy, Robert Stallard and Dawneda Williams.

Vice Chair Lewey Lee presided over the meeting, and Huda Aden recorded minutes. Mr. Lee opened the meeting by leading everyone in the Pledge of Allegiance.

A motion was made by Pedro Hunnicutt and seconded by Leton Harding to approve the agenda as presented. The motion received unanimous approval.

A motion was made to approve the minutes of the February 1, 2019 meeting of the College Board as presented. The motion received unanimous approval.

Remarks by Vice Chair: On Ms. Gilliam's behalf, Mr. Lee opened the meeting and welcomed College Board members to the meeting. He then invited comments from Alumni Representative, Joey Carico.

Remarks by Alumni Association Representative: Mr. Carico shared updates on behalf of the Alumni Association. He announced the 24th annual Community Spring Swing event on April 26, 2019 at Lonesome Pine Country Club. On May 18, 2019, the Alumni Association will host the 33rd annual Cavalier Alumni Celebration Gala. This year's gala will commemorate the 50th year of the Alumni Association. The Office of Alumni Relations continues to co-sponsor First Fridays with the Office of Student Affairs. The program features games and food trucks the first Friday of each month. The April and May First Fridays will take place on Henson Lawn and Lawn by the Lake, respectively. UVA-Wise Board members, faculty, staff, students and their families are invited to enjoy music, fun, games and a discounted buffet dinner.

Lastly, Mr. Carico reported that the Alumni Association provided the following scholarship awards:

- Miner's Family Scholarships: \$10,000 to nine students
- Theodore Gibson/Elizabeth Fugate Scholarships: \$500 to two students

Remarks by Student Member: Ms. Turner spoke of the benefits of undergraduate research and listed the number of conferences and symposia in which UVA-Wise students have participated this year. The list included the National Council for Undergraduate Research (NCUR) at Kennesaw State, the COPLAC undergraduate research conference and several others. Ms. Turner said research is a great way to acquire confidence and experience; to gain real life skills; and to explore new frontiers and terrain. She and other students are "most grateful we have opportunities to do all kinds of research," she said.

ACTION ITEMS

Special Recognition: A resolution recognizing Rusty Necessary for his service at the College was read. A motion was made by Paul Buchanan and seconded by Ruby Rogers and Roger Viers to approve the resolution as presented. The motion was approved unanimously.

Fiscal Year 2020 In-State Tuition General Assembly Proposal: During the 2019 Session, the General Assembly and Governor approved legislation creating an “In-State Undergraduate Moderation Fund” – totaling \$52.5 million across public higher education – as an incentive for institutions to maintain 2019-2020 tuition and mandatory Educational and General (E&G) fee rates for in-state undergraduate students at 2018-2019 levels. If the College keeps tuition and fees at last academic year’s levels, the allocation to the College will be \$235,000.

After considering a wide variety of factors, the College leadership recommends exercising the option to participate in the Undergraduate Moderation Fund. Leadership further recommends holding 2019-20 tuition and E&G fee rates at 2018-19 levels in accordance with the provisions of the In-State Undergraduate Tuition Moderation Fund.

Ms. Curtis asked whether the state would consider advancing this initiative as a multi-year policy. Mr. Ewing responded that, to date, there have been no public commitments or announcements regarding next year’s plan.

A motion was made by Leton Harding and seconded by Kathy Curtis to approve the resolution as presented. The motion received unanimous approval.

Proposed Tuition for Students Domiciled in the Appalachian Regional Commission: The General Assembly approved legislation to provide reduced out-of-state tuition to students domiciled within the Appalachian Regional Commission (ARC) territory. Governor Ralph Northam signed the measure and it became law §23.1-507 on March 6, 2019.

The College is authorized to approve reduced tuition rates for residents who live within the 420 counties within 13 states that comprise the Appalachian region. College leadership recommends in-state tuition rate and fees to qualified students in the ARC-designated areas for academic year 2019-2020. These students would continue to be classified as out-of-state and would be required to pay the out-of-state capital fee.

Mr. Harding asked whether current UVa-Wise students from the Appalachian region would be grandfathered in for the discounted ARC tuition rate. Mr. Ewing replied that students’ residential status is reviewed each year. If they meet the legal requirements, they will be charged at the in-state rate.

A motion was made to approve the resolution as presented. The motion received unanimous approval.

REPORT ITEMS

Marketing: Dave Martel, UVA Vice President and Chief Marketing Officer, provided an update on an initiative to market the College.

Wise Writes: In 2013, UVA-Wise began work on a comprehensive Quality Enhancement Plan (QEP) that would satisfy requirements for reaffirmation of accreditation with the Southern Association of Colleges and Schools (SACS), a regional accrediting body, and provide a framework for improving student learning outcomes and the student learning environment at the College. Through extensive surveys and conversations among faculty, staff, students, alumni, and the UVA-Wise Board, a focus and plan on improving students' writing in their majors emerged. Entitled "Wise Writes," the QEP builds on the College's efforts in teaching writing, both in general education and the majors, by improving and expanding the writing center; adding upper level writing-intensive courses; engaging faculty in learning new methods of teaching writing in their disciplines along with the development of discipline-specific writing guides; and securing expert leadership to guide the entire initiative. Based on evidence-based, best practices, "Wise Writes" also includes a rigorous evaluation plan and process for continuous improvement.

Emily Dotson, Wise Writes Director and Assistant Professor of English, provided a summary and an update of the Wise Writes program. Ms. Dotson reported significant progress on program implementation. Wise Writes has hosted 150 workshops and reached many faculty and students. Approximately 45% of all full time faculty on campus have participated in workshops including at least one individual from each academic department. To celebrate student writing, Ms. Dotson and Ms. Josephine Rodriguez, Assistant Professor of Biology, launched *Lux*, last year to publish and showcase student research.

Report of the Chancellor: Chancellor Henry reported that multiple personnel searches are underway. The College is actively searching for a Vice Chancellor for Enrollment Management, a Provost, and a Marketing Director. The Enrollment Management position will oversee admissions and eventually financial aid, which is temporarily located in the Vice Chancellor and COO's area. Advertisements for this position were posted in December 2018. A robust pool of candidates have applied and will be interviewed in the spring.

The second active search is for a Marketing Director, an entirely new position intended to develop and manage the College's marketing plan and to lead and interface with marketing and branding vendors. Interviews for this position are scheduled for early May. The final candidate will hopefully join the college this summer. The consultant is helping the College determine what things we can do right now.

The third search is for a Provost and Vice Chancellor for Academic Affairs and is in its preliminary stages. College Board members Marvin Gilliam and Telena Turner serve on this search committee. Initial interviews are scheduled in August and final interviews in September.

Recruitment efforts this year have included a campaign to attract students from close vicinities of the ARC geographic area. Students in the target area, and high school guidance counselors across the region received a flyer, which folds out into a poster of the Appalachian Mountains. The flyer also advertised “All for Appalachia” Days featuring an open house specifically designed for ARC students.

On March 7, 2018, the College hosted the annual Forum on Education. President Jim Ryan was the keynote speaker. He addressed educational equity and his remarks resonated well with attendees. Academic Dean Amelia Harris received the William P. Kanto Memorial Award for her contributions to UVa-Wise, her impact on students, and her role in championing global education in Southwest Virginia.

Chancellor Henry announced the UVa-Wise commencement keynote speaker will be President Jim Ryan. The honorary student speakers this year are Shannon Bennet and Robert Powers.

In her report Chancellor Henry also covered athletic news, special event dates and new hires in the Compliance Office and Counseling Center. Additionally, Hunter Hess will compete in the University’s Tom Tom Festival in April. He was a finalist for an entrepreneurship and innovation competition. His business concept combines drones and facial recognition technology.

Chancellor Henry encouraged participation in the 2019 Southwest Virginia Economic Forum. This year’s theme is innovation and technology. The Forum has received mention in the Roanoke Times.

CLOSING

In closing, Mr. Lee shared special events dates for Spring Swing, the Annual Economic Forum and the Day of Service. He encouraged College Board members to participate. On Mr. Carico’s behalf, Mr. Harding announced a dining etiquette program for graduating seniors. There being no additional business or comments, the meeting adjourned. Mr. Lee thanked everyone for their attendance and participation.

Respectfully submitted,
Karen Mullins, Secretary

Resolutions Approved by The University of Virginia's College at Wise Board

1. Resolution of Appreciation

The University of Virginia's College at Wise Board

Resolution of Appreciation Honoring

Russell D. Necessary

WHEREAS, Russell D. Necessary has been an outstanding and distinguished member of The University of Virginia's College at Wise community since 1988, most recently as Vice Chancellor for Enrollment Management and Student Life; and

WHEREAS, Mr. Necessary, a 1987 graduate of Clinch Valley College and a 1999 graduate of the University of Virginia has been a proud and dedicated alumnus of both the College and the University; and

WHEREAS, his leadership ability was evident during his earliest days at the college as a student, serving as two-term President of the Student Government Association and a key member of the UVA-Wise Tennis team; and

WHEREAS, Mr. Necessary's depth of knowledge, collegiality, agility, good nature, and sense of humor have been hallmark characteristics, making him an outstanding ambassador of the College; and

WHEREAS, Mr. Necessary modeled for students the liberal arts ethos of curiosity, lifelong learning, and constant growth, demonstrating a breadth and depth of knowledge that spanned history, government, literature, film and theater, and more; and

WHEREAS, Mr. Necessary participated in College administration as a member of the Chancellor's Cabinet and Senior Staff, always working toward the development of sound strategies and policies to advance the college, its students, and the region, and working tirelessly to address demographic and competitive challenges in the higher education landscape; and

WHEREAS, Mr. Necessary and his wife Martha have generously supported the Russell P. and Doris L. Cooper Scholarship and numerous other scholarships including the Stan Willis Scholarship in History; the Student Government Association Scholarship; and the Julie Carter Bray Scholarship among others; and

THEREFORE, BE IT RESOLVED that The University of Virginia's College at Wise Board, on behalf of the faculty, staff, and students, thanks Russell D. Necessary for his service and extends to him its profound gratitude and best wishes for all future endeavors.

FURTHERMORE RESOLVED, that the UVa-Wise community of colleagues extends to Mr. Necessary its congratulations and gratitude on his well-earned retirement, and our best wishes for his continued success, happiness and good health in years to come, on this day, March 29, 2019.

2. 2019-2020 REVISED UVA-WISE IN-STATE TUITION

APPROVAL OF 2019-2020 UVA-WISE IN-STATE TUITION

WHEREAS, the College Board previously discussed and approved during its November 9, 2018 Meeting approved a 3.0 percent increase in tuition and E&G Fees for in-state students for planning in the six-year plan,

WHEREAS, the College Board wishing to maintain affordability, having reviewed the action of the Virginia General Assembly enacting House Bill 1700 Item 253.50 In-State Undergraduate Moderation Fund, desires to authorize the acceptance of funding from said section,

WHEREAS, the College Board authorizes In-State Tuition to remain at the Fiscal Year 2018-2019 level for Fiscal Year 2019-2020,

WHEREAS, the College Board authorizes the technology fee to remain at the Fiscal Year 2018-2019 level for Fiscal Year 2019-2020,

THEREFORE BE IT RESOLVED that the UVa-Wise College Board approve maintaining In-State tuition and E&G Fees at the Fiscal Year 2018-2019 level for Fiscal Year 2019-2020 as applicable to The University of Virginia's College at Wise on this day, March 29, 2019 .

3. In-State Tuition and Education and General Fees for Students from the Federally-designated Appalachian Region

APPROVAL OF IN-STATE TUITION AND E&G FEES FOR STUDENTS DOMICILED IN THE APPALACHIAN REGIONAL COMMISSION

WHEREAS, The University of Virginia's College at Wise is authorized to approve reduced tuition rates for residents who live within the 420 counties within 13 states that comprise the Appalachian Region as defined in 40 U.S.C. § 14102, is domiciled within the Appalachian Region, and is entitled to in-state tuition charges at a public institution of higher education in the Appalachian Region and such entitlement is based on circumstances that when applied to a student who resides in Virginia would result in entitlement to in-state tuition as stipulated in §23.1-507,

THEREFORE BE IT RESOLVED that the UVa-Wise College Board approve In-State tuition and E&G Fees for the Fiscal Year 2019-2020 for students domiciled within the Appalachian Region as defined by federal legislation as applicable to The University of Virginia's College at Wise on this day, March 29, 2019

FURTHER RESOLVED, The University of Virginia's College at Wise approves and endorses amending the Code of Virginia as it pertains to in-state tuition rates for College at Wise students domiciled within the authorizing federal legislation defining the Appalachian Region.

FURTHER RESOLVED, the proposed amendment to § 23.1-507 of the Code of Virginia is as follows:

§23.1-507 University of Virginia's College at Wise; reduced rate tuition charges for certain students.

THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE BOARD

Friday, May 10, 2019

Library, Sixth Floor

Marcia A. Gilliam
Chair

Lewey K. Lee
Vice Chair

9:00 a.m. CALL TO ORDER AND OPENING REMARKS Lewey K. Lee

- Pledge of Allegiance
- Adoption of Agenda
- Approval of Minutes of March 29, 2019 Board Meeting

REMARKS BY ALUMNI REPRESENTATIVE Joseph R. Carico

REMARKS BY STUDENT MEMBER Telena M. Turner

CLOSED SESSION

PROMOTION AND TENURE Donna P. Henry
J. Sanders Huguenin

RECONVENE IN OPEN SESSION

ACTION ITEMS

PROMOTION AND TENURE J. Sanders Huguenin
Donna P. Henry

UVA-WISE PROPOSED BUDGET 2019-2020 Sim E. Ewing
Donna P. Henry

BOARD MEMBERSHIP Lewey K. Lee

BOARD MEETING DATES 2019-2020 Lewey K. Lee

ELECTION OF THE BOARD CLERK Lewey K. Lee

SPECIAL RECOGNITION Lewey K. Lee

REPORT ITEMS

CROCKETT AWARD Donna P. Henry

REPORT OF THE CHANCELLOR Donna P. Henry

11:30 a.m. CLOSING REMARKS BY CHANCELLOR Donna P. Henry

COMMENTS FROM MEMBERS All

CLOSING REMARKS BY VICE CHAIR Lewey K. Lee

12:00 p.m. LUNCH

Minutes

The University of Virginia's College at Wise Board

May 10, 2019

The University of Virginia's College at Wise Board met on Friday, May 10, 2019 at 9:00 a.m. at the UVA-Wise library. Members present were Mike Allen, Paul Buchanan, Joseph Carico, Elizabeth Cranwell, Katheryn Curtis, Jim Gott, Don Green, George Hunnicutt, Fran Hunt, Lewey Lee, Karen Mullins, Ruby Rogers, Joe Frank Smiddy, Jeffery Sturgill, Telena Turner, Roger Viers and Dawneda Williams. Members absent were Marcia Gilliam, Marvin Gilliam, Leton Harding, Jim Humphreys, Robert Stallard, and Mike Thomas. Tom DePasquale of the UVA Board of Visitors was also in attendance.

Vice Chair Lewey Lee presided over the meeting, and Huda Aden recorded minutes. Mr. Lee opened the meeting by leading everyone in the Pledge of Allegiance.

A motion was made by George Hunnicutt and seconded by Jeffery Sturgill to approve the agenda as presented. The motion received unanimous approval.

A motion was made by Fran Hunt and seconded by Ruby Rogers to approve the minutes of the March 29, 2019 meeting of the College Board as presented. The motion received unanimous approval.

Remarks by Vice Chair: Mr. Lee welcomed members of the College Board and introduced Visitor Elizabeth Cranwell for remarks.

Remarks by Board of Visitors Chair of the Committee on UVA-Wise: Ms. Cranwell acknowledged the great work at UVA-Wise to offer an affordable and high-quality education. She added, enrollment is very competitive for private and public institutions in the current higher education landscape. She said she appreciated the creative and collaborative strategies that UVA-Wise is employing, with support from UVA senior leadership, to overcome enrollment hurdles. The Board of Visitors is committed to continued support and enhanced engagement between UVA and the College at Wise. As Committee Chair, Ms. Cranwell said she will prioritize raising visibility for Wise. In her role, she hopes to better understand the many ways that the university and the college work together – honing those areas that are well-coordinated and supporting the areas where collaboration has not been realized or optimized.

Ms. Cranwell participated in the Appalachian Prosperity Project Symposium in Charlottesville. She said it was “an extraordinary experience” to hear how genuine collaboration can generate wonderful ideas and productive partnerships. Chancellor Henry added that 150 people attended the symposium, 30 of whom were UVA-Wise students, faculty and staff who traveled by bus from Wise to Charlottesville. To close, Ms. Cranwell thanked the College Board for its warm welcome.

Remarks by Alumni Association Representative: Mr. Carico announced the senior reception and celebration taking place later that evening, May 10, 2019, in Cantrell Hall. Registration for the event exceeded 250 seniors, their families and guests. The reception is a new event and may become a mainstay during commencement weekend given the enthusiasm and interest.

Remarks by Student Member: This being Telena Turner's final meeting as student member of the board, Mr. Lee thanked her for sharing the perspectives and voices of fellow students in the 2018-2019 academic year. Ms. Turner thanked Mr. Lee and the Board for the opportunity to serve the college in this leadership role. She said she was grateful for the education she has received at UVA-Wise and for the unique education she has had as a member of the College Board. Ms. Turner also reported on a few college events that took place in the spring. She discussed the TEDx program hosted by UVA-Wise on May 2, 2019. Professors Alex Reynolds, Kristina Feeser, and Daniel Ray delivered talks which were attended by approximately 70 people. Norton Elementary and Middle School Principal Scott Addison also spoke on the TEDx stage. The TEDx event was conceived and planned by UVA-Wise student entrepreneurs who aimed to promote and make visible the UVA-Wise innovation culture.

CLOSED SESSION

As required by the Code of Virginia Section 2.2-3711 a motion was made by George Hunnicutt and seconded by Roger Viers to convene in closed session for the purpose of considering promotion and tenure candidates. A motion was made to reconvene in open session. The motion received unanimous approval.

As required by the Code of Virginia Section 2.2-3712(d), a roll call vote was taken in open session noting only public business matters lawfully exempted from open meeting requirements and only public business as identified in the motion by which the closed session was convened were heard, discussed, or considered in the meeting of the public body.

RECONVENE IN SESSION

ACTION ITEMS

Promotion and Tenure: Each year certain faculty members undergo the process for promotion and tenure. Faculty rank and promotion are based on criteria adopted by the College Board and listed in the Faculty Handbook. These criteria include academic qualifications, years of experience, and demonstrated achievement in the areas of teaching, service and scholarship. The faculty member submits a portfolio which is reviewed by the academic department, the department chair, and the Faculty Committee on Evaluation. The Faculty Committee on Evaluation reviews all portfolios and submits their recommendations to the Academic Dean and Provost, who also make recommendations. The final approval at the College lies with the Chancellor prior to being submitted to the College Board for review and the Board of Visitors for approval. Provost Sandy Huguenin presented faculty promotion candidates.

A motion was made by Dawneda Williams and seconded by George Hunnicutt to approve the resolution as presented. The motion received unanimous approval.

UVA-Wise Proposed Budget 2019-2020: The budget for 2019-2020 Fiscal Year has been prepared with instructions from the University's Budget Office and with participation from a number of campus constituencies.

The 2019-2020 operating budget for UVA-Wise is projected to total \$50.49 million, an increase of 11.66 percent as compared to the forecast 2018-2019 budget.

A motion was made by Roger Viers and seconded by Dawneda Williams to approve the resolution as presented. The motion received unanimous approval.

Board Officers and Executive Committee: The following slate of officers and the Executive Committee members were recommended:

College Board Terms Expiring June 30, 2019
Recommended for reappointment

Katheryn B. Curtis
Karen S. Mullins
Ruby W. Rogers
Roger C. Viers

Executive Committee Terms Expiring June 30, 2019
Recommended for reappointment

Katheryn B. Curtis

A motion was made by Paul Buchanan and seconded by Dawneda Williams to approve the resolution as presented. The motion received unanimous approval.

Board Meeting Dates 2019-2020: At the end of each academic year, the meeting dates are set for the following year. These dates are chosen based upon the academic calendar, major events and activities of the college, and the schedule of the Board of Visitors. The following dates were recommended.

Friday, August 23, 2019
Full Board

Friday, November 8, 2019
Full Board

Friday, February 7, 2020
Full Board

Tuesday, April 14, 2020
Executive Committee
(Interviews for Student Board Member)

Friday, May 8, 2020
Full Board
(Commencement is May 9, 2020)

A motion was made by Dawneda Williams and seconded by Ruby Rogers to approve the resolution as presented. The motion received unanimous approval.

Election of the Board Clerk: As required by the bylaws, The University of Virginia's College at Wise Board, upon recommendation of the Chancellor, shall elect annually a member of the College to serve as Clerk of the Board. The Chancellor recommends that Huda Aden be re-elected as Clerk of the Board.

A motion was made by Fran Hunt and seconded by Kathy Curtis to approve the resolution as presented. The motion received unanimous approval.

Special Recognitions: A resolution recognizing Telena M. Turner for her service as Student Member of the Board was read. A motion was made by Karen Mullins and seconded by Paul Buchanan to approve the resolution as presented. The motion was approved unanimously.

REPORT ITEMS

Crockett Award: In 1995, Clinch Valley College presented its first Samuel R. Crockett Award. The award is named for Samuel R. Crockett Jr. who in 1954 was the University of Virginia's extension division representative in Southwest Virginia. Mr. Crockett was instrumental in establishing a division of the University of Virginia in Wise.

This award is presented to an individual who has made significant efforts toward strengthening the relationship between the University of Virginia and the College. Since 1995, the award has been given 18 times. Past recipients include John T. Casteen III in 1995, Leonard Sandridge in 1998 and again in 2007, Teresa A. Sullivan in 2016, and most recently Barry Meek in 2018. Colette Sheehy was named the 2019 Crockett Award recipient. Ms. Sheehy is the UVA Senior Vice President for Operations overseeing the functions of the Office of the Architect, Business Operations, Facilities Management, Real Estate and Leasing Services, State Governmental Relations, and the University Building Official.

Report of the Chancellor: Chancellor Henry announced that President Jim Ryan would plan to join the UVA-Wise cross country team for an early run on the morning of commencement, May 11, 2019. President Ryan is the 2019 commencement speaker. Students were very impressed with his outreach to the student body as he has prepared his keynote remarks and sought to know the student body better.

Chancellor Henry shared that the marketing and branding work is advancing well and would continue into the summer and fall. Both the Enrollment Management and Marketing Director searches have yielded several strong candidates, she added. Chancellor Henry then shared several highlights from her written report to include staffing changes, student programming, economic development, and enrollment.

In the Board comment period, Dr. Smiddy applauded the college's Telemental Health work, commenting that it "is a tremendous step in the right direction." He said other telemedicine programs are doing well in Wise, namely tele-urology, an innovative health service which has identified several bladder cancers. Future opportunities in telemedicine include tele-dermatology, tele-diabetes care and others. Mr. Hunt asked whether the Student and Employee Health Clinic has telemedicine capabilities. Chancellor responded

that the clinic has the capabilities with support from a Nurse Practitioner and a supervising physician.

Also during the Board comment period, Visitor Tom DePasquale urged the UVA-Wise College Board to identify and define specific projects which the Board of Visitors or University can assist. What could the Board of Visitors do differently or do more, he asked. He hopes the College Board can develop specific, actionable requests to the Board of Visitors. Rather than a long exhaustive list of interests or projects, Mr. DePasquale pressed for single memos to specific Visitors, administrators or faculty.

Ms. Williams thanked Mr. DePasquale for the Board of Visitors' interest and attentiveness. Ms. Curtis recommended the formation a process or committee to canvas the College Board for project ideas and opportunities.

Ms. Williams reminded the College Board that the next meeting of the Board conflicts with the August 23, 2019 meeting of the Virginia Supreme Court in Grundy.

There being no additional business or comments, the meeting adjourned. Mr. Lee thanked everyone for their attendance and participation.

Respectfully submitted,
Karen Mullins, Secretary

Resolutions Approved by The University of Virginia's College at Wise Board

1. Promotion and Tenure

APPROVAL OF PROMOTION AND TENURE

RESOLVED that The University of Virginia's College at Wise Board supports the recommendations regarding promotion and tenure as presented.

2. 2018-2019 Budget for The University of Virginia's College at Wise

APPROVAL OF THE 2019-2020 BUDGET FOR THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE

RESOLVED that the 2019-2020 budget for The University of Virginia's College at Wise be approved as recommended.

3. 2018-2019 College Board Membership and Appointments

APPROVAL OF COLLEGE BOARD MEMBERSHIP AND APPOINTMENTS

RESOLVED that membership appointments for The University of Virginia's College at Wise Board be approved as recommended.

4. Meeting Dates for 2019-2020

APPROVAL OF MEETING DATES FOR 2019-2020

WHEREAS, The University of Virginia's College at Wise Board Executive Committee must propose the meeting dates for the following academic year; and

THEREFORE BE IT RESOLVED that the meeting dates, as presented, be approved for The University of Virginia's College at Wise Board for 2018-2019.

5. Election of Board Clerk

APPROVAL OF BOARD CLERK

RESOLVED that Huda Aden be elected as Clerk of The University of Virginia's College at Wise Board for the 2019-2020 academic year.

The University of Virginia's College at Wise Board

Resolution of Appreciation

Telena M. Turner

WHEREAS, Telena M. Turner has served as the student member of The University of Virginia's College at Wise Board during the 2018-2019 year; and

WHEREAS, Ms. Turner has been an able and astute member, always prepared and willing to do her best; and

WHEREAS, Ms. Turner has spent many hours listening to fellow students so that she could give voice to their ideas, accomplishments and needs; and

WHEREAS, Ms. Turner has spoken eloquently to The University of Virginia's College at Wise Board about these issues and worked to make a difference in the lives of her peers; and

WHEREAS, Ms. Turner has embodied The University of Virginia's College at Wise's mission and has represented the College and fellow students in many settings including the Board of Visitors and the UVA-Wise Marketing and Brand Platform Committee; and

WHEREAS, Ms. Turner has served as a model student board member for all of the students who follow her in service; and

WHEREAS, her service as a leader in many activities and organizations including the Student Ambassador Program, Residence Hall Association, Peake Honors, National Society of Leadership and Success and Napoleon Hill Scholars are just a few of the many ways she has supported the College and her community; and

WHEREAS, Ms. Turner, by her intelligence, strength of character and stewardship epitomizes the College's student body;

THEREFORE BE IT RESOLVED that The University of Virginia's College at Wise Board, on behalf of the faculty, staff, and students, extends to Ms. Telena M. Turner its profound gratitude and best wishes for all future endeavors.

Adopted in Wise, Virginia, by The University of Virginia's College at Wise Board on May 10, 2019.

THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE BOARD

Friday, August 23, 2019

Library, Sixth Floor

Marcia A. Gilliam
Chair

Lewey K. Lee
Vice Chair

9:00 a.m. CALL TO ORDER AND OPENING REMARKS Marcia A. Gilliam
• Pledge of Allegiance
• Adoption of Agenda
• Approval of Minutes of May 10, 2019 Board Meeting

REMARKS BY VICE CHAIR Lewey K. Lee

REMARKS BY ALUMNI REPRESENTATIVE Joseph R. Carico

REMARKS BY STUDENT MEMBER Logan Baker

ACTION ITEMS

**UVA-WISE SIX YEAR PLAN 2020-2026 Donna P. Henry
Sim E. Ewing**

MASTER OF EDUCATION Donna P. Henry

SPECIAL RECOGNITION Marcia A. Gilliam

REPORT ITEMS

**CAMPAIGN CABINET
Lewey K. Lee**

REPORT OF THE CHANCELLOR Donna P. Henry

11:30 a.m. CLOSING REMARKS BY CHANCELLOR Donna P. Henry

COMMENTS FROM MEMBERS All

CLOSING REMARKS BY VICE CHAIR Marcia A. Gilliam

**12:00 p.m. LUNCH with the UVA-Wise *Honor the Future* Campaign Cabinet
C. Bascom Slemple Student Center, Dogwood Room**

Minutes

The University of Virginia's College at Wise Board

August 23, 2019

The University of Virginia's College at Wise Board met on Friday, August 23, 2019 at 9:00 a.m. at the UVA Wise library. Members present were Mike Allen, Logan Baker, Paul Buchanan, Joseph Carico, Elizabeth Cranwell, Katheryn Curtis, Marcia Gilliam, Marvin Gilliam, Jim Gott, Don Green, Leton Harding, George Hunnicutt, Fran Hunt, Lewey Lee, Karen Mullins, Ruby Rogers, Joe Frank Smiddy, Jeffery Sturgill, Mike Thomas, Roger Viers and Dawneda Williams. Members absent were Jim Humphreys and Robert Stallard. Dave Martel of the UVA Administration was also in attendance.

Chair Marcia Gilliam presided over the meeting, and Huda Aden recorded minutes. Ms. Gilliam opened the meeting by leading everyone in the Pledge of Allegiance.

A motion was made by Katheryn Curtis and seconded by Fran Hunt to approve the agenda as presented. The motion received unanimous approval.

A motion was made by Ruby Rogers and seconded by Roger Viers to approve the minutes of the May 10, 2019 meeting of the College Board as presented. The motion received unanimous approval.

Remarks by Chair: Ms. Gilliam welcomed members of the College Board. She then introduced new leadership at the College: Mr. Chris Dearth, Vice Chancellor for Enrollment Management and Ms. Genna Kasun, Director of Marketing. They both started in their roles in July 2019 and have begun working on numerous initiatives to enhance recruitment and marketing. Ms. Gilliam announced a new role for Ms. Valerie Lawson, previously senior Director of Development and Planned Giving and now Vice Chancellor for Advancement and Alumni Engagement. Ms. Gilliam then introduced the new student member of the Board, Logan Baker and said she looked forward to working with him throughout the year. In other updates, Ms. Gilliam remarked on the enthusiasm for the innovate2elevate Apple iPad initiative. She also reminded the Board of upcoming events, including athletic events in the College's new South Atlantic Conference.

Remarks by Vice Chair: In his series highlighting UVA Wise's faculty, Mr. Lee profiled Department Chair and Professor of Communication, Amy Clark. Professor Clark is a graduate of Clinch Valley College. She earned her doctorate at the Indiana University of Pennsylvania. One of her research areas is Appalachian studies. She is the author of the well-regarded book, *Talking Appalachian: Voice, Identity, and Community*. Professor Clark is working on several projects including an article about the deadliest tornado in Lee County. She is also presenting a paper at a national conference and working with a PBS videographer on a story about an enslaved community.

Remarks by Alumni Association Representative: Mr. Carico shared the following report. The Alumni Association Board of Directors held its annual retreat in June 2019 and welcomed new board members. Alumni engagement and outreach is ongoing. The Hampton Roads chapter held its 5th annual "Welcome to the Family" event at a Norfolk Tides baseball game. The event was well-attended by incoming families and alumni. The NOVA/DC/MD chapter held a Burger Burning at the home of Mike Asbury '70 and his wife

Sheila on August 10, 2019 to welcome incoming families and to spend time with alumni from the region.

The Alumni Association is celebrating its 50th anniversary and will have a special commemoration during Homecoming weekend. The Alumni Association provided the following scholarship awards: Miner's Family Scholarships: \$19,000 and Theodore Gibson/Elizabeth Fugate Scholarships: \$1,000.

Remarks by Student Member: Logan Baker provided a first-hand account of the Early College Academy, as a graduate of the program. He presented impressive academic outcomes for ECA graduates including college matriculation (100%) and strong academic performance in college. He added that ECA is a good recruitment pipeline for UVA Wise as most graduates of the program choose to continue their undergraduate career at the college. Mr. Baker also provided an update regarding summer research. Funded research opportunities totaled 14 for the fellowship in natural sciences; summer scholars; Global Health Scholars and the Healthy Appalachia Institute. Mr. Baker was very complementary of the innovate2elevate and looks forward to hearing how students, faculty and staff are using their iPads.

ACTION ITEMS

2020-2026 Six-Year Institutional Plan for the University of Virginia's College at Wise:

Pursuant to the Virginia Higher Education Opportunity Act of 2011 (HEOA), in odd-numbered years each public institution of higher education must develop, adopt, and submit a six-year plan addressing the institution's academic, financial, and enrollment plans. In even-numbered years, institutions are required to affirm or amend the plan. In accordance with the HEOA and subsequent communications from SCHEV, the College submitted the preliminary 2020-2026 Six-Year Institutional Plan on July 1, 2019.

The plan for the College at Wise addresses the Virginia Plan for Higher Education and the HEOA via four priority areas: (1) enhance recruitment and retention efforts; (2) expand student programming to boost retention; (3) launch new undergraduate programs; and (4) establish new graduate programs.

Board members inquired about institutional capacity for additional students as the College plans to grow. Chancellor Henry responded that the College has capacity to support additional students in academic programs and in residence halls. Dr. Smiddy inquired specifically about the nursing program and its plans for growth. Chancellor Henry said that the traditional RN to BSN program and the new online program can both absorb additional students. The College has a good relationship with the regional health system and will help the College recruit nurses for the online program. Dr. Smiddy commented that in rural "healthcare deserts," the future of healthcare and primary care will be the nurse practitioner, and he encouraged the College to expand academic opportunities in the nursing profession. Mr. Baker discussed the value of online graduate degree programs in our region; several of his high school teachers are pursuing online teaching and education degrees.

Mr. Harding emphasized cyber and information technology programs. Chancellor Henry said technology programs will continue to be strengthened at the college. A UVA

Wise faculty member is currently developing a cyber curriculum following the accrediting body's model curriculum.

Mr. Harding asked how we measure progress against the College's successive six year plans. "How do we measure what we planned and how do we evaluate and look back," he asked. Chancellor Henry said that enrollment and recruitment are the highest priorities in the plan and both areas will be reported regularly to the Board.

A motion was made by George Hunnicutt and seconded by Fran Hunt to approve the resolution as presented. The motion received unanimous approval.

UVA Wise Master of Education: The University of Virginia's College at Wise will seek approval for a graduate program in education to be implemented in Fall 2020. The proposed degree will be the first graduate level degree offered at UVA Wise and will be administered by the Department of Education.

The College Board approved the creation of a Master's program in Teaching (MAT) on March 23, 2018. The Board of Visitors approved the MAT degree program on June 8, 2018. Since the Board approvals in March and June 2018, respectively, planning meetings with the State Council of Higher Education for Virginia (SCHEV) have led to the recommendation of a new degree program, a Master of Education (M.Ed.).

The traditional MAT is focused on advancing the practice of teaching, the implementation of lessons, and working directly with students. The M.Ed. is a broader program that focuses on strategic issues in education like school-wide curriculum, educational processes and policy. The M.Ed. is used by most educators who are considering going beyond the classroom to become administrators, curriculum specialists, or school-wide experts.

Professor Andy Cox, Chair of the UVA Wise Department of Education, joined the College Board to take questions. Prof. Cox said the market demand for this degree program is high, starting with UVA Wise graduates. Asked if the program would be available online, Chancellor Henry responded that the program would be administered online with opportunities for face-to-face interaction.

Mr. Baker asked whether the graduate tuition rates would be comparable to undergraduate tuition rates, and whether residents of the Appalachian region would have access to reduced tuition. Mr. Ewing responded that the ARC legislation in the Virginia Code would allow for reduced rates at the graduate level if the College Board and the Board of Visitors approved. Ms. Curtis emphasized the need for a cost-competitive program and Prof. Cox responded that the current cost proposal is competitive with other online M.Ed. programs in Virginia. Chancellor Henry said the UVA Wise administration would return to the College Board at a later date to present a graduate tuition and fees proposal.

A motion was made by Leton Harding and seconded by Ruby Rogers to approve the resolution as presented. The motion received unanimous approval.

Special Recognitions: A resolution recognizing Oscar Raile for his service was presented. A motion was made by Leton Harding and seconded by Katheryn Curtis to approve the resolution as presented. The motion was approved unanimously.

REPORT ITEMS

UVA Wise Provost Search: Mr. Gilliam reported that the UVA Wise Provost search is progressing well. In-person interviews are scheduled off-campus with 10 candidates during the week of August 26, 2019. Finalists will participate in on-campus interviews in September.

Honor the Future Campaign Cabinet and Launch: Lewey Lee '62 reported that he and Rhonda Perkins '73 will lead the *Honor the Future* Campaign Cabinet for UVA Wise. The Cabinet will hold its first meeting on Friday, August 23, 2019. To date, \$49,010,580 has been donated to support the Campaign.

The official launch of the *Honor the Future* Campaign will be on Saturday, October 26, 2019, as the College hosts the Benefactors Celebration at the David J. Prior Convocation Center. The University's Campaign Launch will be held on grounds on October 11-12, 2019.

Report of the Chancellor: Chancellor Henry began with an update about marketing and branding. The identity system work has continued and the College is currently gathering input from constituent groups in the prospective student market and faculty groups.

Chancellor Henry thanked Mr. Harding for his work to bring the President and CEO of the Federal Reserve Bank of Richmond to UVA Wise. Mr. Barkin has been on tour in rural areas to help grow and expand opportunity. During his time in southwest Virginia, he met with representatives from UVA Wise, local community colleges and the K-12 system. He was hopeful and positive about economic development prospects in southwest Virginia.

Chancellor Henry reviewed the list of new faculty hires in this academic year, which includes a recent UVA Wise graduate who completed a graduate degree in accounting and returned to the college to teach.

1. Karen Carter – Assistant Professor of Information Systems
2. Miranda Cashio – Instructor in Nursing
3. Heather Evans – John Morton Beaty Endowed Chair in Political Science
4. David Frazier – Instructor in Computer Science (hired spring 2019)
5. Jinny Turman – Associate Professor of History
6. Ning Zhou – Instructor in Accounting

Chancellor Henry shared upcoming events, as follows:

- **Lelia Maude Richmond Pre-Game Buffet** is on Saturday, September 7, 2019 at 10 a.m., David J. Prior Convocation Center (Debra Wharton)
- **Benefactors Celebration and Campaign Launch** is planned for Saturday, October 26, 2019, at 6 p.m. at the David J. Prior Convocation Center. (Valerie Lawson and Debra Wharton)

- **Giving Thanks Day** is Wednesday, November 6, 2019 in the UVA Wise Library (Corey Sanchez and Christina Turnbull)
- **1st Annual Highland Cavalier Club Social & Silent Auction** (food, fun, dancing) will be on Saturday, December 7, 2019, in Cantrell Banquet Hall. (Bill Wendle and Sam Wharton)
- **29th Annual Scholarship Luncheon** on Saturday, March 28, 2020 (Valerie Lawson/Debra Wharton)
- **25th Annual Community Spring Swing**, an Alumni Association fundraiser, will be held at Lonesome Pine Country Club on April 24, 2020. Registration is open and sponsors are being confirmed. (Beth Boyd)
- **34th Annual Cavalier Alumni Celebration**, an Alumni Association fundraiser, will be held at The Inn at Wise on Saturday, May 16, 2020. An online ticket reservation system is available for pre-purchases on the Alumni webpage. (Beth Boyd)

In other updates, the Counseling Center will be testing the use of Rapid Access Hours this fall. Initially, these hours will be Mondays and Wednesdays from 1-2pm. Students may walk in during these times for brief 15-20 minute check-ins. No appointment is necessary, though there may be a short wait if other students are being seen. If the demand for this service is high, hours will be adjusted.

The Budget Office has been researching and preparing material for the campus wide Zero Based Budget (ZBB) process that has been initiated this year.

The “Meet the Cavs” event is scheduled for August 31, 2019 from 4:00 p.m. until 7:00 p.m. at the intramural field adjacent to Smith Stadium. UVA Wise Athletics will have an app for streaming home games on Firestick, Roku, iPhone and Android this year. All UVA Wise football games this year can be heard on FM 92.5 WLSD.

The campus security camera system is currently being installed throughout the residence halls on campus.

The College at the end of July 2019 ceased internally operated bus service. Procurement was made for a charter bus service vendor to meet the requirements of the College. The College will continue to maintain a fleet of cars and vans.

The GO Virginia Region One Council also met on August 6, 2019 and approved a per capita funding recommendation for an enhanced capacity building project in the amount of \$50,000. The proposal, Project Oasis, was submitted by InvestSWVA, a newly-created Southwest Virginia Regional Marketing Initiative covering the Region One footprint.

The Oxbow Center received funding from VCEDA in the amount of \$486,994 for the completion of phase II of the renovation. This will fund the space for the Clinch River Ecological Education Center. Phase I renovation is complete. Furnishing of the co-working space along with offices and the conference room are underway. A full-time administrative assistant began working at Oxbow on July 22, 2019 and will manage day to day operations of the facility.

Neva Bryan and Reverend Beth Tipton of the Wesley Foundation continued work on a new career closet. Rev. Tipton purchased clothing racks. She has one large room

for attire and a second, smaller room dedicated as a dressing room. A clothing drive was held the week of July 22-25, 2019. Articles will continue to be collected throughout the semester and the closet will be available informally to students. The career closet will officially open in January under the name Smiddy's Closet.

New in 2019-20 will be the U of Hustle program hosted at The Nest. In the U of Hustle program, students will work on 5 mini-startup projects in small teams. Students will not stay in the classroom but will be required to go into the world and make projects happen with support from the team at The Nest. Students will learn to solve tough problems with an entrepreneurial mindset approach. "This program tries to instill grit in student entrepreneurs to start their own business," Shannon Blevins explained.

Member Comments: In the member comment period, Ms. Curtis asked for follow-up regarding President Ryan's inauguration promise of scholarships for students whose families earn \$80,000 or less. This information will be shared at a future meeting.

Mr. Harding said it was nice to have students and faculty back in town. He was pleased that many businesses posted signs welcoming the college community back to campus for the fall semester. He said, hopefully, the signs send a message that the community really cares about the students and that businesses appreciate their patronage and support.

Remarks by Board of Visitors Chair of the Committee on UVA Wise: Ms. Cranwell said she is always moved by the sense of renewal and rebirth at this time of year. She has enjoyed witnessing the excitement and energy of young students eager to learn new things and to prove themselves over and over. As they enter college and return to campus, students set goals to improve their lives and the world, ultimately, she said. Ms. Cranwell expressed the value in seeing students on campus, as it is a reminder of what the Board's work is ultimately about.

There being no additional business or comments, the meeting adjourned at 12:03 p.m. Ms. Gilliam thanked everyone for their attendance and participation.

Respectfully submitted,
Karen Mullins, Secretary

Resolutions Approved by The University of Virginia's College at Wise Board

1. 2020-2026 Six-Year Institutional Plan for the University of Virginia's College at Wise

2020-2026 SIX-YEAR INSTITUTIONAL PLANS FOR THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE

WHEREAS, the Virginia Higher Education Opportunity Act of 2011, § 23.1-306 of the Code of Virginia, requires the governing boards of all public institutions of higher education to develop and adopt biennially an institutional six-year plan and submit that plan to the State Council of Higher Education for Virginia (SCHEV); the General Assembly; the Governor; and the Chairs of the House Committee on Appropriations, House Committee on Education, Senate Committee on Education and Health, and Senate Committee on Finance; and

WHEREAS, the College submitted its preliminary plans as required on July 1, 2019, outlining general strategies to advance the priorities of the Commonwealth and to enhance teaching, service and student outcomes; and

WHEREAS, final institutional plans must be approved by the Board of Visitors and submitted to SCHEV, the General Assembly; the Governor; and the Chairs of the House Committee on Appropriations, House Committee on Education, Senate Committee on Education and Health, and Senate Committee on Finance no later than October 1, 2019;

RESOLVED, the University of Virginia's College at Wise Board approves the 2020-2026 six-year institutional plans for the University of Virginia's College at Wise.

2. Proposed UVA Wise Master of Education Degree Program

APPROVAL OF PROPOSED UVA WISE MASTER OF EDUCATION (M.ED.) PROGRAM

WHEREAS, one of the most critical educational issues before the United States, the Commonwealth of Virginia, and school districts surrounding UVA Wise is the shortage of teachers and highly qualified educators; and

WHEREAS in 2016, the Virginia Department of Education reported “more than 1,000 teacher positions went unfilled, up 200 from the previous year” (Kelly, 2018); and

WHEREAS the proposed Master of Education program responds to the vital need for highly qualified educators and the critical teacher shortages across the nation, the Commonwealth of Virginia and the PK-12 school districts surrounding UVA Wise; and

WHEREAS the wide-scale problem of teacher shortages in school districts in Southwestern Virginia (Buchanan County, Dickenson County, Lee County, Norton City, Russell County, Scott County, Smyth County, Tazewell County, Washington County, Wise County) are faced with a specific set of challenges which have created a market demand for certified and highly trained educators; and

WHEREAS, the distance to the next closest Virginia public higher education institution (Radford University) to offer graduate level programs in education is 144 miles from UVA Wise;

RESOLVED, the University of Virginia’s College at Wise Board approves continued program planning for a Master of Education (M.Ed.) at the University of Virginia’s College at Wise.

3. Resolution of Appreciation

Oscar W. Raile

WHEREAS, Oscar W. Raile has been an outstanding staff member of The University of Virginia's College at Wise since May 16, 1993, retiring on June 23, 2019 as Director of Administrative Computing and Network Services; and

WHEREAS, Mr. Raile was integral in researching, conceptualizing, planning and implementing many "first ever" technology milestones at the College, including connecting the campus to the Internet (56Kbps) in the summer of 1993; establishing the first Ethernet network created between Zehmer Hall, Wyllie Library and Bowers Sturgill Hall; creating the first wireless network access; and designing and implementing the ShoreTel VOIP Phone System; and

WHEREAS Mr. Raile expertly contributed technology and telecommunications leadership on nearly all College construction and capital projects of the past 26 years, including the new and original Science Center wings; the new and old libraries; residence halls; the Dining Commons; the Student Center; the Health and Wellness addition; numerous academic buildings and the Lila Vicar Smith House, among many others; and

WHEREAS, Mr. Raile has been a trusted community partner, having contributed to the Lenowisco Technology Master Plan and serving on the development team of the Southwest Virginia Education and Training Network (SVETN); and

WHEREAS, the two Kiwanis clubs, UVA Wise Circle K Club and the Central High Key Club, were created during his time as Wise Kiwanis President, helping to instill community service and civic engagement among youth; and

WHEREAS Oscar has been a dedicated instructor, having taught 150 classes in the Business Department since 1996, specifically creating and teaching four courses including Business Information Systems; Information Security; e-Commerce; and Project Management; and creating and teaching a fifth course for the Center for Teaching Excellence, titled Online Security for Educators; and

WHEREAS, Oscar has contributed to the academic mission of the college as well as the individual success of students and faculty, spending many hours with faculty to meet (and often exceed) industry and higher education standards and spearheading discussions via MATS, an online workgroup dedicated to sharing academic tools for success; and

WHEREAS, even after retirement, Oscar continues to collaborate with colleagues to develop intermediate courses that will focus on career preparation and core competencies for students;

THEREFORE IT BE RESOLVED that The University of Virginia's College at Wise Board, on behalf of the faculty, staff, and students, extends to Oscar W. Raile its profound gratitude and best wishes for all future endeavors on this day, August 23, 2019.

THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE BOARD

Friday, November 8, 2019

Library, Sixth Floor

Marcia A. Gilliam
Chair

Lewey K. Lee
Vice Chair

9:00 a.m. CALL TO ORDER AND OPENING REMARKS Marcia A. Gilliam

- Pledge of Allegiance
- Adoption of Agenda
- Approval of Minutes of August 23, 2019 Board Meeting

REMARKS BY VICE CHAIR Lewey K. Lee

REMARKS BY ALUMNI REPRESENTATIVE Joseph R. Carico

REMARKS BY STUDENT MEMBER Logan Baker

ACTION ITEMS

**UVA WISE 2020-2021 HOUSING RATES Donna P. Henry
Sim E. Ewing**

**UVA WISE 2020-2021 DINING RATES Donna P. Henry
Sim E. Ewing**

DISCUSSION ITEM

**UVA WISE 2020-2021 TUITION AND FEES Donna P. Henry
Sim E. Ewing**

REPORT ITEMS

STRATEGIC PARTNERSHIP TASKFORCE Donna P. Henry

FALL ENROLLMENT 2019 Donna P. Henry

UVA WISE RECRUITMENT PLAN Chris Dearth

MARKETING AND BRANDING Genna Kasun

12:30 p.m. LUNCH

REPORT OF THE CHANCELLOR Donna P. Henry

COMMENTS FROM MEMBERS All

CLOSING REMARKS BY CHAIR Marcia A. Gilliam

Minutes

The University of Virginia's College at Wise Board

November 8, 2019

The University of Virginia's College at Wise Board met on Friday, November 8, 2019 at 9:00 a.m. at the UVA Wise library. Members present were Logan Baker, Paul Buchanan, Joseph Carico, Katheryn Curtis, Marcia Gilliam, Marvin Gilliam, Don Green, Leton Harding, George Hunnicutt, Fran Hunt, Lewey Lee, Karen Mullins, Ruby Rogers, Joe Frank Smiddy, Jeffery Sturgill, Roger Viers and Dawneda Williams. Dave Martel of the UVA Administration was also in attendance. Members absent were Mike Allen, Jim Gott, Jim Humphreys, Robert Stallard and Mike Thomas.

Chair Marcia Gilliam presided over the meeting, and Huda Aden recorded minutes. Ms. Gilliam opened the meeting by leading everyone in the Pledge of Allegiance.

A motion was made by Dawneda Williams and seconded by Roger Viers to approve the agenda as presented. The motion received unanimous approval.

A motion was made by Ruby Rogers and seconded by Roger Viers to approve the minutes of the August 23, 2019 meeting of the College Board as presented. The motion received unanimous approval.

Remarks by Chair: In her report, Ms. Gilliam reminded Board members of the public comment session on UVA Wise's proposed 2020-2021 tuition and fees. This event was hosted by the Board of Visitors at the UVA Wise campus on November 8, 2019. Ms. Gilliam also commented on the successful Annual Benefactors Celebration and the launch of the Honor the Future Campaign held at UVA Wise on October 26, 2019. Ms. Gilliam shared *Virginia Living's* story on UVA Wise's STEM-H event. In its fourth year at the College, the STEM-H event is intended to encourage sixth graders to pursue careers in the sciences, engineering, math and health fields. This year's STEM-H keynote speaker was Camille Schrier, a Virginia Tech alumna with degrees in biochemistry and systems biology and a graduate student pursuing a doctor of pharmacy degree at Virginia Commonwealth University. Ms. Schrier, the reigning Miss Virginia, conducted a science experiment during the talent portion of the program.

Remarks by Vice Chair: As co-chair of the Honor the Future Campaign, Mr. Lee discussed highlights and milestones of the recently launched campaign including new scholarships and other endowed funds. He reviewed fundraising goals by category and remarked on the significant progress made toward campaign goals. Mr. Lee said he looked forward to working with his co-chair Rhonda Perkins and with campaign cabinet members and UVA Wise leadership and staff.

Remarks by Alumni Association Representative: Mr. Carico summarized events at the UVA Wise Fall Homecoming celebration which was held November 1-3, 2019. In addition to hosting a number of campus and community events, the Alumni Association celebrated its 50th year and hosted a special commemoration. Mr. Carico also reported that Alumni Hall hosted 23 events for numerous college groups at no charge between July and October 2019.

Remarks by Student Member: Mr. Logan provided complementary remarks about the College's inaugural First Generation Week before he turned the program over to Autumn Stover '20 who shared a poem about Appalachia with the Board.

Virginia Freedom of Information Act (FOIA): Board members viewed a FOIA video produced by the State Council for Higher Education of Virginia. The video summarized the responsibilities and rules concerning FOIA and its purpose to increase public awareness.

ACTION ITEMS

Student Housing Rates 2020-2021 at The University of Virginia's College at Wise: UVA Wise proposes a 2.0% increase for student housing rates for an average cost of \$6,783 for the 2020-2021 academic year. The resolution also addressed summer 2020 housing rates, which was proposed to remain flat at \$550 per summer session term. The proposed increases address the cost of operation and maintenance. The Commonwealth of Virginia does not provide operational funding for residence halls.

Board members raised a few questions about housing, including campus housing rates relative to off-campus rents; cost containment opportunities; and incentives to live on-campus.

Vice Chancellor and Chief Operating Officer Sim Ewing raised the issue of a potential 23% increase in utility rates pending state review. The financial impact would be significant, he said.

A motion was made by George Hunnicutt and seconded by Fran Hunt to approve the resolution as presented. The motion received unanimous approval.

Student Dining Rates 2020-2021 at The University of Virginia's College at Wise: UVA Wise provides a variety of meal plans to accommodate diverse dining needs for residential and commuter students. UVA Wise contracts with Chartwells to provide dining services.

UVA Wise proposes a 3.0% increase in dining rates for academic year 2020-2021. The unlimited meal plan for freshman students and the upper-class standard block plan are proposed \$4,494. The rate increase falls slightly below the Consumer Price Index (CPI) for out-of-home food service year-over-year through September 2019.

A motion was made by George Hunnicutt and seconded by Dawneda Williams to approve the resolution as presented. The motion received unanimous approval.

DISCUSSION ITEM

Proposed UVA Wise Tuition and Fees 2020-2021: The College Board discussed proposed tuition and fees for the upcoming academic year. Action on this item was delegated to the College Board's Executive Committee. The Executive Committee will convene after the November 8, 2019 public comment session on tuition and fees. All public comments will be considered closely before recommending action.

For 2020-2021, the College recommends a 3.0% increase in tuition, technology fees, and student fees. The College recommends a \$584 increase in tuition and mandatory fees to \$10,836 for Virginians. The College further recommends a \$1,137 increase in tuition and mandatory fees to \$29,798 for non-Virginians. The College recommends a \$605 increase in tuition and mandatory fees to \$11,531 for residents of Kentucky, Tennessee and the federally stipulated Appalachian Region who are eligible for reduced tuition rates in accordance with the Code of Virginia. The increases in tuition and required fees include an instructional technology fee of \$275 which would be non-refundable.

Student member Mr. Baker encouraged the College to seek alternatives to textbooks, which in some disciplines cost students \$400-\$600 per text book per course. An increase in the instructional technology fee makes sense if online textbooks are more readily available, he said. Mr. Baker also asked whether the tuition and fee increase would be offset by financial aid. Financial aid awards will be adjusted to the actual cost of attendance each year.

In the 2018-2019 academic year, the Virginia legislature provided additional appropriations to offset tuition increases impacting Virginia students and families. As a result, tuition and mandatory fees remained flat at UVA Wise for two consecutive academic years from 2017 through 2019. Virginia institutions of higher education await news from the Virginia legislature regarding fiscal support for higher education next fiscal year.

REPORT ITEMS

UVA Wise Provost Search: Chancellor Henry provided an update on Provost-elect Trisha Folds Bennett. She said that Ms. Folds Bennett's shares the College's philosophy regarding the value of a liberal arts education, the emphasis on teaching, and a quality student experience in and out of the classroom. Ms. Folds Bennett will formally begin in her role in summer 2020. In the meantime, she plans to visit UVA Wise monthly.

UVA and UVA Wise Strategic Partnership Taskforce: Chancellor Henry reported on a joint taskforce report that identified synergies and other ways the university and the college could collaborate. The report is an important input in setting the strategic direction for the college and preparing a new strategic plan.

Fall 2019 Enrollment Snapshot: Chancellor Henry reviewed Fall 2019 enrollment statistics including the total number of enrolled students; the number of first-time freshman and transfer students; student engagement in athletics; and graduation and retention rates. Board members expressed an interest in transfer students and their reasons for choosing UVA Wise. Dr. Smiddy and Ms. Curtis recommended an evaluation of factors leading to student attrition. What percentage of students don't graduate due to substance use, mental illness, or unplanned pregnancy, Dr. Smiddy asked. He recommended the use of specialized interventions to rehabilitate and retain these students.

UVA Wise Recruitment Plan: Chris Dearth, Vice Chancellor for Enrollment Management, provided an overview of UVA Wise's recruitment plan. He discussed efforts to recruit throughout Virginia and more broadly in the Appalachian region. Mr. Baker asked how attractive UVA Wise would be to students in North Carolina and Kentucky where higher education is well funded and tuition is low. Mr. Dearth responded that students make choices based on both affordability and the college's brand and what they anticipate achieving and

experiencing at the college. Mr. Harding offered his support in making students feel welcome in Wise and asked what more the community can do. Mr. Hunt asked how the alumni chapters can engage on recruitment efforts. Mr. Dearth replied that working with both the community and the alumni chapters are part of the strategy to attract students. Board members commended Mr. Dearth and his team for their work, calling it valuable, encouraging and impressive.

Mr. Martel recommended a presentation from Vice Chancellor for Student Affairs, Jewell Worley, at the next Board meeting, to complete the picture of the student lifecycle from recruitment to graduation.

UVA Wise Marketing and Branding Efforts: Director of Marketing Genna Kasun provided an overview of the UVA Wise marketing and branding initiative. The College has reviewed and updated its visual identity system and has prepared brochures and other materials for use by the Office of Admission, Athletics, and academic programs.

Report of the Chancellor: Chancellor Henry shared the following updates.

Nine students will give five-minute presentations of their research as part of Research Blitz on November 15, 2019. They will discuss topic, methodology, results and how their research experience has benefited their learning. A second Research Blitz is planned for February 2020. The third annual Research Day is scheduled for April 10, 2020. Classes will be cancelled to allow students and faculty to attend. Chancellor Henry thanked generous donors for supporting student research.

The College's annual Giving Thanks Day was held on Wednesday, November 6, 2019. Giving Thanks Day provides students, faculty and staff an opportunity to show appreciation for the many supporters who provide contributions each year. A total of 350 thank you notes were written and collected.

The College has been approved for a chapter of Alpha Alpha Alpha, an Honor Society for first generation college students.

UVA Wise students have benefited from several outdoor recreation trips made available to them at no cost. Trips have included: nighttime zipline at the Breaks in Grundy, VA (16 students/2 staff); Full Moon Float at Norton Reservoir (11 students/1 staff); National Whitewater Center in Charlotte, NC (15 students/1 staff); Wise County haunted tour; and, Corn-Fusion Corn Maze.

The Office of Outdoor Recreation has also created "Explore Wise" which highlights local recreational opportunities in Southwest Virginia. The locations are listed on social media channels each Wednesday. Some "Explore Wise" locations have included: High Knob Recreation Area, Rose Mountain State Park, Little Stoney Falls, Devils Bathtub, Stone Mountain Adventures, Sand Caves at the Cumberland Gap National Park, Clinch River Adventures, and the Virginia Creeper Trail.

Phase One renovations at the Oxbow Center have been completed. The grand opening and ribbon-cutting ceremony for the Oxbow Center for Technology and Innovation will be held on November 13, 2019. The Oxbow Center is a critical component of the UVA Wise

initiative to create a culture of entrepreneurship and innovation on campus and throughout Southwest Virginia.

Member Comments: There being no additional business or comments, the meeting adjourned and Ms. Gilliam thanked everyone for their attendance and participation.

Respectfully submitted,
Karen Mullins, Secretary

Resolutions Approved by The University of Virginia's College at Wise Board

1. 2020-2026 Six-Year Institutional Plan for the University of Virginia's College at Wise

STUDENT HOUSING RATES FOR 2020-2021 FOR UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE

WHEREAS, UVA Wise provides affordable, high quality housing to students; and

WHEREAS, on-campus residential life is known to enhance the collegiate experience, strengthening academic achievement and extracurricular engagement;

RESOLVED, student housing rates are approved as shown below:

	<u>2019-2020</u>	<u>2020-2021</u>	<u>%</u>
McCrary, Asbury, Thompson, Henson, Martha Randolph, Culbertson and Commonwealth Halls	\$6,650*	\$6,783*	2.0%
*Per academic year			
Summer Rate Per Term	\$ 550	\$ 550	0.0%

2. Proposed UVA Wise Master of Education Degree Program

RATES FOR DINING SERVICES FOR 2020-2021 AT UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE

RESOLVED, student dining rates are approved as shown in the table below by The University of Virginia's College at Wise Board.