



**FAIRMONT STATE UNIVERSITY  
BOARD OF GOVERNORS  
MEETING MINUTES**

**June 17, 2021**

**CONFERENCE ROOMS, 3<sup>RD</sup> FLOOR FALCON CENTER  
1201 LOCUST AVENUE, FAIRMONT, WV  
WEBEX MEETING**

**I. CALL TO ORDER**

**A. Roll Call**

Chair David Goldberg convened a meeting of the Fairmont State University Board of Governors on June 17, 2021, beginning at approximately 9:00 a.m. in the Conference Rooms, 3<sup>rd</sup> Floor Falcon Center, at 1201 Locust Avenue, Fairmont, West Virginia, and via WebEx.

At the request of Chair Goldberg, Serena Scully, Chief of Staff, conducted a roll call of the Board of Governors. Present for the meeting were board members Jon Dodds, David Goldberg, Dr. Gina Fantasia, Rusty Huston, Deborah Prezioso, Jay Puccio, Kevin Rogers, and Dixie Yann. Wendy Adkins and Jason Pizatella were present via WebEx. Maiya Bennett and John Schirripa were absent.

Others present were President Martin and President's Executive Leadership Team members Greg Bamberger, Lyndsey Dugan, Ken Fettig, Dr. Dianna Phillips, Dr. Joy Hatch, Merri Incitti, Christa Kwiatkowski, and Dr. Jacqueline L. Sikora. Others present included Jason Henderson, New Board of Governors Member; Dr. Amanda Metcalf, Dean, School of Education; Dr. Laura Clayton, Dean, School of Nursing; Dr. Susan Ross, Executive Director of Academic Programs; Gary Bennett, President of the Fairmont State Foundation; Jacob Abrams, Director of Institutional Research and Effectiveness; Carrington Reese, Data Analyst; Jessica Sharps, Executive Director of University Relations; Hannah Mersing, Assistant Director of Communications; Kaylyn Christopher, Social Media and Digital Content Specialist; and Caitlyn Lampinen, Administrative Assistant to the Provost.

**B. Public Comment**

Serena Scully advised that no public comments had been received.

C. Approval of Agenda

Dixie Yann made a motion to approve the agenda. Deborah Prezioso seconded. The motion passed.

D. Approval of 2021-2022 Meeting Dates

Deborah Prezioso made a motion to approve the agenda. Jay Puccio seconded. The motion passed.

Chair Goldberg advised that moving forward, committee meetings will be held quarterly, with the exception of the Finance Committee.

**II. APPROVAL OF MINUTES OF APRIL 15, 2021, AND APRIL 19, 2021**

Rusty Hutson made a motion to approve the minutes of April 15, 2021, and April 19, 2021. Deborah Prezioso seconded. The motion passed.

**III. ACADEMIC AFFAIRS COMMITTEE (Wendy Adkins, Chair)**

Mrs. Wendy Adkins, Chair of the Academic Affairs Committee, advised that the Academic Affairs Committee met on June 7<sup>th</sup> and asked that Dr. Dianna Phillips provide an update.

Dr. Phillips advised that for all of the curriculum proposals on the agenda, no new courses are being added, and no new faculty and/or resources are required; courses are only being packaged differently into concentrations. Dr. Phillips asked Dr. Amanda Metcalf to present information regarding the Curriculum Proposal for M.Ed. Multi-Categorical Special Education.

Dr. Metcalf advised that the non-licensure track for M.Ed. Multi-Categorical Special Education is already in place, but the track is being transitioned from 36 credit hours down to 30 credit hours.

Dr. Gina Fantasia made a motion to accept the following:

- A. Curriculum Proposal for M.Ed. Multi-Categorical Special Education;  
Non-Licensure Track

Kevin Rogers seconded. The motion passed.

Dr. Phillips advised that the remaining concentrations (the five business concentrations listed below) all take current electives and package them into concentrations. Dr. Raymond Alvarez has done extensive market research and has moved forward with these concentrations to make Fairmont State more marketable

as an institution. All concentrations can be used as stackable/horizontal credentials; students from other programs can add these concentrations to their degree.

Dixie Yann made a motion to accept the following:

B. Curriculum Proposal for B.S. in Business Administration;  
Data Analytics Concentration

Rusty Hutson seconded. The motion passed.

Dr. Gina Fantasia made a motion to accept the following:

C. Curriculum Proposal for B.S. in Healthcare Management;  
Healthcare Marketing Concentration

Deborah Prezioso seconded. The motion passed.

Rusty Hutson made a motion to accept the following:

D. Curriculum Proposal for B.S. in Healthcare Management;  
Health Information Technology Concentration

Kevin Rogers seconded. The motion passed.

Dr. Gina Fantasia made a motion to accept the following:

E. Curriculum Proposal for B.S. in Healthcare Management;  
Wellness Leadership Concentration

Rusty Hutson seconded. The motion passed.

Deborah Prezioso made a motion to accept the following:

F. Curriculum Proposal for B.S. in Healthcare Management;  
Non-Profit Leadership Concentration

Jay Puccio seconded. The motion passed.

Ms. Merri Incitti presented an update on the Series 64 – Administrative Exemption Draft. She advised that she worked with Matt Turner at the Higher Education Policy Commission (HEPC) and was advised that Fairmont State is being permitted to submit their exemption per W.Va. Code § 18B-1-1(f) and W.Va. CSR § 133-64-1 in advance of final approval of Series 64.

President Martin advised that the most important part of the exemption is that Fairmont State will no longer be required to gain approval from the HEPC for curriculum proposals. Instead, after approval, curriculum proposals will go directly from Fairmont State Board of Governors to the Higher Learning Commission (removing approximately 60-90 days from the process).

**IV. ATHLETIC AFFAIRS COMMITTEE (Rusty Hutson, Chair)**

Mr. Rusty Hutson, Chair of the Athletic Affairs Committee, advised that the Athletic Affairs Committee met on May 27<sup>th</sup> and asked that Mr. Greg Bamberger provide an update.

Mr. Bamberger advised that after completing the Spring 2021 semester supporting 17 athletic teams, they are looking forward to moving forward with a more normal schedule for the Fall 2021 semester.

**V. BYLAWS COMMITTEE (Deborah Prezioso, Chair)**

Deborah Prezioso, Chair of the Bylaws Committee, advised that the Bylaws Committee did not meet.

**VI. ENROLLMENT, HOUSING & STUDENT LIFE COMMITTEE (Kevin Rogers, Chair)**

Kevin Rogers, Chair of the Enrollment, Housing & Student Life Committee, advised that the Enrollment Committee met on June 8<sup>th</sup> and asked Dr. Jacqueline L. Sikora and Mr. Ken Fettig to provide updates.

Dr. Sikora shared a PowerPoint with a Housing and Residence Life update.

Dr. Sikora advised that for the Fall 2021 semester, there will be a shift from a COVID surveillance testing focus to a COVID vaccination focus. There is also a push to offer opportunities to vaccinated students as an incentive to increase the number of vaccinated students without requiring vaccination.

A phased return for Fall will take place from August 1<sup>st</sup> through August 7<sup>th</sup>, called Welcome Week (instead of the normal Welcome Weekend). During Welcome Week, various events are scheduled and designed to keep students engaged throughout the week.

Currently, there are 827 students assigned in housing for Fall 2021. The current occupancy goal for Fall is 950. As of now, we are 70.3% occupied based on 1176 capacity. At this time, Pence will remain offline for quarantine/isolation purposes.

Chair Goldberg inquired if multiple social media platforms are being used to encourage students to apply and register for housing. Dr. Sikora advised that they are using multiple platforms and shared some of the ad campaigns that have recently been used.

Dr. Sikora also shared information regarding student life and the various campus engagement activities that occurred during the 2021 Spring semester.

Mr. Ken Fettig, VP for Student Success, shared a PowerPoint presentation with an enrollment update.

Mr. Fettig shared the enrollment funnel report; 3,140 submitted applications; 2,273 completed applications; 2,153 admitted students; approximately 620 orientation complete; 455 enrolled students.

The first Welcome Wednesday event took place yesterday, Wednesday, June 16<sup>th</sup>. It was an in-person campus orientation day for new students and families. Forty-one students attended, and 97% of the students who attended are now enrolled.

Chair Goldberg inquired regarding summer enrollment and the percentage of students attending summer classes who are Fairmont State students taking classes from another institution because they are online and/or closer to home. Mr. Fettig advised he could gather that information.

Fall 2021 enrollment: first-time freshman enrollment is down by around 222 students compared to this time last year; returning students are down around 319 compared to this time last year.

Mr. Fettig shared some of the events that are taking place and will be taking place over the next few weeks: Bird's Eye View Days targeted to rising seniors, Admit on the Spot Days, and Welcome Wednesdays.

Rusty Hutson asked what Mr. Fettig's overarching concern with enrollment is for the upcoming semester. Mr. Fettig advised it is the enrolled number – the 2,000 students who have been admitted but have not yet enrolled.

Dr. Fantasia asked what Mr. Fettig's three areas of concern are in the registration process. Mr. Fettig advised that his concerns are 1. Student inaction (following national trends in pandemic-related enrollment decline); 2. Registration process; and 3. Ensuring that recruiters own the last step of the process, taking the student all the way to enrollment.

**VII. FINANCE COMMITTEE (John Schirripa, Chair)**

John Schirripa, Chair of the Finance Committee, was absent. Mrs. Christa Kwiatkowski, CFO, advised that the Finance Committee met on June 2<sup>nd</sup> and provided a brief update.

Mrs. Kwiatkowski advised the March and April financials have been provided in the board packet. Mrs. Kwiatkowski provided a summary of the information provided in the board packet.

Deborah Prezioso made a motion to accept the following:

A. Financial Reports for the periods ending March 31, 2021, and April 30, 2021

Rusty Hutson seconded. The motion passed.

Mrs. Kwiatkowski presented information regarding the three fiscal year 2022 budgets up for approval (Education and General, Fund Manager, Auxiliary).

Highlighted changes for each of the three component budgets were discussed. Several clarifying questions were raised and answered.

Mrs. Kwiatkowski advised that the budget presented for approval includes a possible salary increase for faculty and staff if the enrollment goal is reached for the year.

David asked if the athletic strategic plan was included in the budget. Mrs. Kwiatkowski advised that it was included.

Dixie Yann made a motion to accept the following:

B. FY 2022 Education & General (E&G) Budget

Rusty Hutson seconded. The motion passed.

Kevin Rogers made a motion to accept the following:

C. F.Y. 2022 Fund Manager Budgets

Jay Puccio seconded. The motion passed.

Dr. Gina Fantasia made a motion to accept the following:

D. F.Y. 2022 Auxiliary Budget

Dixie Yann seconded. The motion passed.

Mrs. Kwiatkowski advised that the HEPC approval and Governor's direction have been received for the Series 2012 bond refunding. A rating call with Moody's is scheduled for June 22<sup>nd</sup>, and pricing is scheduled for July 13<sup>th</sup>, with closing on July 27<sup>th</sup>.

Pierpont bonded revenues – Fairmont State did receive payments just over \$50,000 in April and just over \$18,000 in May, but revenues continue to trend behind prior years. The final agreement includes a payment from Pierpont of \$1.3 million in F.Y. 2022 and \$1.5 million in support each year until 2032, which are included in the approved budgets.

#### **VIII. EXECUTIVE COMMITTEE**

David Goldberg, Chair of the Executive Committee, advised that the Executive Committee met on May 20<sup>th</sup>, and multiple items were discussed:

- Ongoing Legislative Topics
- Housing/Enrollment

#### **IX. NOMINATING COMMITTEE (Wendy Adkins, Chair)**

Wendy Adkins advised that the Nominating Committee met on May 5<sup>th</sup> and agreed upon a new slate of officers.

Jay Puccio made a motion to accept the below Board of Governors' Officers:

David Goldberg – Chair  
Rusty Hutson – Vice-Chair  
Deborah Prezioso – Secretary

Dr. Gina Fantasia seconded. David Goldberg, Rusty Hutson, and Deborah Prezioso abstained. The motion passed.

#### **X. NEW BUSINESS**

Chairman Goldberg advised that he will be contacting individuals regarding committee chairs for the next year.

Mrs. Lyndsey Dugan, VP of University Relations and Marketing, provided an update.

Mrs. Dugan advised that the current marketing campaign is in direct correlation with the current enrollment plan. The ongoing digital campaigns are working to close the gaps – converting existing prospects into applicants and yielding the current admits.

Some of the platforms currently being used include Facebook, Instagram, TikTok, Snapchat, and YouTube.

Mrs. Dugan advised that her department is working on marketing to defined groups – marketing specific enrollment events. The campaigns have outperformed many of the goals.

The RFP for a website redesign has been completed, and the project is in the initial kick-off stages. The project will take about 12-18 months, culminating in the launch of the new website. The website is the #1 marketing tool for a University.

President Mirta Martin introduced Mr. Gary Bennett, the newly named (for the fourth time) President of the Fairmont State Foundation.

President Martin introduced two University Relations and Marketing team members, Jessie Sharps and Hannah Mersing.

Fairmont State is 1 in 25 schools in the U.S. approved to work with the United States Air Force to train the next generation of top guns. The program is an 8-week program for rising high school seniors. After graduating from high school, the students return to college to earn their baccalaureate degree and their private and commercial pilot licenses - all expenses paid by the Air Force.

Chairman Ellington, House Committee on Education Chair, requested that President Martin testify regarding the MOU between Fairmont State and Pierpont Community and Technical College. Some of the updates provided were: agreement from Fairmont State to transfer Gaston Caperton Center and adjacent property to Pierpont; transfer of Fairmont State's interest in Braxton County property to Pierpont; agreement from Pierpont to vacate Locust Avenue campus on June 30, 2021, with the exception of the Vet Tech, Culinary and Early Education programs (with those being fully transitioned off Locust Avenue campus by June 30, 2022). Also, agreement for Pierpont to vacate the NAEC by June 30, 2022.

Fairmont State has been working on a GEAR-UP grant, which will touch 13 different counties and impact 5,600 students. The program begins with students in 6<sup>th</sup> and 7<sup>th</sup> grade and carries through their first year of college.



Dr. Martin advised that moving forward, all press releases will be forwarded to all board members. If a board member does not wish to receive those, please let her know, and she will remove those individuals from the distribution list.

For more than 50 years, Cindy Curry has been a part of Fairmont State University, most recently serving as Vice President of Human Resources. President Martin advised the Board that Mrs. Curry planned to retire. She stated the University would miss her and thanked Mrs. Curry for her many years of service.

President Martin showed a video that highlighted the strategic initiatives over the last academic year.

Chair Goldberg thanked Mrs. Dixie Yann for her commitment to the board and University. Mrs. Yann was presented with a framed certificate for her contribution and flowers.

Mrs. Yann thanked Govern Tomblin and Governor Justice for her appointments. She also thanked President Maria Rose and President Martin for all of their hard work over the years. She expressed her appreciation and gratitude to all of the board members she has served with over the years. Lastly, she thanked those who make this University run every day.

## **XI. POSSIBLE EXECUTIVE SESSION**

Deborah Prezioso made a motion to go into Executive Session Under the Authority of West Virginia Code §6-9A-4(b)(2)(A), and (b)(12) to discuss personnel matters involving goals and duties for the President's evaluation and a report by General Counsel.

Rusty Huston seconded. The motion passed.

Rusty Huston made a motion to rise from Executive Session. Deborah Prezioso seconded. The motion passed.

Chair Goldberg advised that no action or votes were taken in executive session. There was discussion of Presidential goals and objectives and legal opportunities from General Counsel.

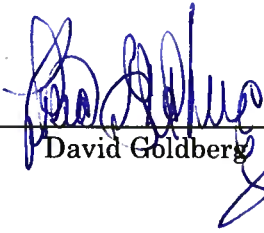
Dr. Gina Fantasia made a motion to accept the following:

- A. Authorize Chairman Goldberg to have next level conversations for the next year with Dr. Martin regarding her goals and objectives.

Kevin Rogers seconded. The motion passed.

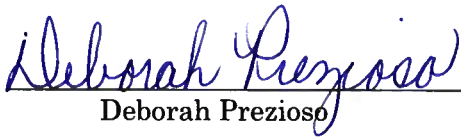
**XII. ADJOURNMENT**

Rusty Hutson made a motion to adjourn the meeting. Jon Dodds seconded. The motion passed.

  
David Goldberg

7/8/21  
Date

FSU Board of Governors' Chair

  
Deborah Prezioso

7/8/21  
Date

FSU Board of Governors' Secretary