

## BOARD OF TRUSTEES OF WESTERN CAROLINA UNIVERSITY RETREAT

The Omni Grove Park Inn, Asheville, NC

November 4-5, 2021

The Board of Trustees of Western Carolina University (Board) met for the Board of Trustees Retreat on November 4-5, 2021 at The Omni Grove Park Inn, Asheville, NC. Chair Roberts welcomed everyone to the retreat and called the meeting to order at 11:45 am.

### **Thursday, November 4, 2021**

#### **Attendance**

Present from the Board: Chair Bob Roberts, Mrs. Haden Boliek, Mr. William Brawley, Ms. Becky Brown, Mr. Casey Cooper, Mr. Joe Crocker, Mrs. Kathryn Greeley, Mr. Tim Haskett, Mr. Ken Hughes, Mr. Bryant Kinney, Mr. Jake Robinson, Mrs. Rebecca Schlosser, and Ms. Rebecca Hart.

Present Board of Governors Member, Carolyn Coward; Faculty and Staff of Western Carolina University: Chancellor Kelli R. Brown, Dr. Richard Starnes, Provost and Vice Chancellor for Academic Affairs; Mr. Shea Browning, General Counsel; Dr. Melissa Wargo, Chief of Staff; Mr. Mike Byers, Vice Chancellor for Administration and Finance; Dr. Sam Miller, Vice Chancellor for Student Affairs; Mr. Craig Fowler, Chief Information Officer; Ms. Jamie Raynor, Interim Vice Chancellor for Advancement; Mr. Alex Gary, Director of Athletics; and Ms. Jessica Woods, Assistant Secretary to the Board of Trustees.

Guests Present Ann Bennett-Phillips, Vice President and Lilly Skok Bunch, Senior Counsel of Capital Development Services.

#### **Welcome and Introductions**

Chair Roberts welcomed the trustees and Executive Council to the retreat. He thanked the trustees for taking the time to attend the retreat and their dedication to the board. He shared that the annual retreat is a great time for us to have open discussion and networking. He also shared that this retreat allows time to discuss future plans and continue to build on the knowledge of WCU

Chair Roberts also shared that Trustees would hear from Capital Development Services on the Campaign Feasibility Study and (li)-3(ssa W)6(a)-5(r)-6(go, C)05(e)4(r)-6(vc412 92.7TBT/F1 12 Tf1 0 0 1 2.024

Ann Bennett-Phillips, Vice President and Lilly Skok Bunch, Senior Counsel of Capital Development Services shared information on the Assessment and Feasibility Study: Results and Recommendations. Discussion ensued. They shared the recommended goal of the campaign for the needs outlined in the case for support. They suggested that the campaign leaders re-evaluate recommendations and timeline. They also shared their recommendations will be brought forward to the Board of Trustees for review and action during the December 2-3, 2021 BOT meeting.

### **WWCU FCC Biennial Ownership Report**

Mr. Browning shared the WWCU FCC Ownership Report Memorandum. He noted that the Federal Communications Commission (FCC) requires the University, acting through its Board of Trustees, to report annually and required to file an Ownership Report biennially.

### **BOG Update**

□ provided an update on the Board of Governors tasks and committees. She shared information on the Board of Trustees Workshop scheduled for November 16th. She shared information from the Strategic Initiatives and Tuition and Fees BOG committees. She shared recommendations regarding cost of attendance from the Board of

asked Trustees to let him, or Chancellor Brown know if they ever feel that they are not receiving the right information for thoughtful analysis and decision making and maintain open communication channels. He shared that the executive committee could handle issues outside of normal meetings but should be used sparingly. He noted that when the executive committee does act, it must make a full disclosure of the actions it has taken to the rest of the board. He noted that m  
role with other important constituencies, such as the administration and the faculty and that the board should have realistic expectations of its ability to impact the institution or system over a period. He also mentioned that Trustees should also be focused on a shared strategy and implementation that moves the institution in a clear direction.

### **Discussion (Feedback/Future Recommendations) – Chancellor and Board Only**

The Trustees and Chancellor Brown discussed the feedback and future recommendations for Chancellor Brown and Western Carolina University.

### **Friday, November 5, 2021**

Guests Present Elizabeth Morgan, Scott Miller (via Zoom), Ashley Montgomery (via Zoom), Keith Storms, and Joe Walker were present for the Master Plan discussion.

### **Welcome**

Chair Roberts called the meeting to order at 9:00 am and welcomed Trustees, Executive Council, and guests to the meeting. He mentioned that this is a public meeting and is also a Zoom meeting and members of the media may be present.

### **Funding WCU Presentation**

Mr. Byers shared the WCU Funding presentation. Discussion ensued.

The -Funds Budget will be proposed to Board of Trustees during the March 2022 BOT meeting for action.

### **Master Plan**

Mike Byers, Elizabeth Morgan, Scott Miller, Ashley Montgomery, Keith Storms, and Joe Walker presented the Master Plan Update discussion. Mr. Storms provided information on the Master Plan Process, Plan Priorities, Plan Themes, Focus Areas, and Engagement Opportunities. The Master Plan Update will be proposed to Board of Trustees during the December 4-5, 2021 BOT meeting for action.

### **Tuition and Fees**

Mr. Mike Byers and Dr. Sam Miller shared information on the Tuition and Fees. Mr. Byers and Dr. Miller shared the process for Tuition and Fee proposals and increases for room rates, book rental charge, and mandatory health fee. Dr. Miller provided a handout to the board and discussed the 2021-2022 Tuition and Fees applicable to all regular full-time Undergraduate students. Discussion followed on the Tuition and Fees proposals. Discussion ensued on the proposed Athletics Fee. The proposal for the 2021-22 Tuition, Fees, and Rates will be brought forward to the Board of Trustees for review and action during the December 2-3 BOT meeting.

### **Board Q&A**

### **Athletics Update**

Mr. Gary provided an Athletics Update. He shared information on the WCU Athletics Strategic Planning. He shared the Mission Statement, Guiding Principles, and Strategic Initiatives. Mr. Gary shared the 2021-  
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### **Academic Programs**

Provost Starnes shared an update on Academic Programs. He mentioned that he completed an enrollment review with each Dean of each college. He noted that there was a hold on new Academic Programs in 2020, due to COVID. He noted that Provost Council is reviewing and updating a new Academic Program reviewal process. He shared that the CFO is now required to sign off on financials. He mentioned that there are three programs in the review stage: Bachelor of Science in Economic Analysis; Master of Science in Engineering Management; and Health and Human Sciences -  
Provost Starnes highlighted that there would not be any new initiatives proposed this year. He provided information on faculty research projects.

### **IT Update**

Mr. Fowler provided an IT Update. He mentioned the staffing issues in IT. He shared an update on new technology and networking across campus. He also shared an update on MyWCU portal.

### **Marketing and Communications**

Dr. Wargo shared an update on Marketing and Communications. She extended a thanks to Sam Wallace and the videographers. Dr. Wargo shared information and feedback on communications, social media, and billboards. She mentioned marketing for Graduate distance education, Asheville area, and other Academic Programs. She shared that Marketing and Communications have been supporting recruitment efforts. Dr. Miller shared the Admissions packet with Trustees. Dr. Wargo also provided an update on staffing issues in Marketing and Communications. Discussion ensued on marketing and recruiting students.

### **BOT Meeting Dates for June 2022 and June 2023**

Ms. Woods provided proposed dates for the June 2022 and June 2023 Board of Trustees

