

## **MINUTES**

### **WEST VIRGINIA COUNCIL FOR COMMUNITY AND TECHNICAL COLLEGE EDUCATION**

**April 2, 2003**

The West Virginia Council for Community and Technical College Education met on April 2, 2003, at 9:30 A.M. at the Embassy Suites, Charleston, West Virginia. Council members present were Danny Aderholt, Judi Almond, Rebecca McClure, Fred Oelschlager, Nelson Robinson and Stanley Hopkins. Robert Brown was absent. Chancellor J. Michael Mullen, Vice Chancellor James L. Skidmore, institutional presidents and provosts, and higher education staff attended the meeting.

#### **1. Call to Order**

Chairman Robinson called the meeting to order.

#### **2. Minutes**

Ms. Almond moved the approval of the minutes for the February 19, 2003, meeting. Mr. Oelschlager seconded the motion. Motion carried.

#### **3. Marketing Strategy**

A marketing presentation was given by Kathi Swanson, CEO, CLARUS. The recommendations were:

- Prepare a matrix on all publications and marketing communications currently being done by the community and technical colleges,
- Agree on the marketing message,
- Decide on standardized formats—a graphic representation is needed,
- Be consistent,
- Expect seven or eight repetitions before message is heard, and
- Use one uniform resource locator (URL) and branches for the web access.

Council members will receive a copy of the presentation. The marketing committee will meet as soon as possible.

#### **4. Tech Prep**

Dr. D'Antoni, Director, Vocational-Technical-Occupational Education, presented a review of West Virginia's Tech Prep Initiatives--Perkins grant awards, seamless curriculum and the Earn A Degree-Graduate Early (EDGE) program. Dr. D'Antoni reported that the Tech Prep consortia will submit

proposals for the 2003-2004 tech prep grants. Mr. Oelschlager was appointed to serve on the Tech Prep grant review committee. The Council will act upon the grant review committee's recommendations for the 2003-2004 Perkins Grant awards at the June meeting.

## **5. Informational Items**

- A.** Chancellor Mullen reviewed House Bill 2224 and the changes that will occur for the community and technical colleges.
- B.** The tuition and fee increase presentation process will be as follows: The institutions will submit a narrative of their tuition and fee increase requests to the Higher Education Policy Commission office. Staff will then send a copy of the narrative to Council members. Each community and technical college president or provost will make a fifteen-to-twenty minute presentation to the Council beginning at 2 p.m. on April 23, at the Charleston Marriott. An additional ten minutes will be allowed for questions. Council will make its recommendations on tuition increases to the Higher Education Policy Commission. The presidents or provosts will be notified of the recommendations and each have the option to meet with the Higher Education Policy Commission on the following morning.
- C.** Chancellor Mullen suggested a joint working session and meeting for the Higher Education Policy Commission, Council on Community and Technical College Education and the State Department of Education in June or August.
- D.** At the request of Mr. Brown, Chairman Robinson announced that HB2224 had a provision to increase the number of years beyond the current maximum years to calculate increments for the classified staff. If funds are not available to pay the increments, then the possibility exists that staff could be laid off to free up funds to pay for the increments. Layoffs can be made without regard to seniority.

## **6. Perkins Financial Report**

Mr. Slamick, Assistant Director, Fiscal Control, reviewed the funding categories for the final financial report for FY 2001 and the interim financial report for FY 2002.

## **7. Performance Indicator Report**

Vice Chancellor Skidmore presented the information as an evaluation tool to determine the success of delivering community and technical college education to all regions of West Virginia. Mrs. Lawson suggested the information be broken down by institution and made available to

policymakers. Chairman Robinson indicated that the Council will review the performance indicators for each institution in August.

## **8. Mission Statement Revisions**

Dr. Harris, Provost, WVU Institute of Technology Community and Technical College (WVU-IT), presented a revised mission statement for the Community and Technical College at WVU-IT. Mr. Oelschlager moved the approval of the revised mission statement. Mrs. McClure seconded the motion. Motion carried. Dr. Bitterbaum, President, WVU at Parkersburg, presented a revised mission statement for WVU-Parkersburg. Mr. Oelschlager moved the approval of the revised mission statement. Ms. Almond seconded the motion. Motion carried.

## **9. Follow-Up Reports**

- A.** The Community College Advisory Council will bring a recommendation to the Council on the community and technical college faculty teaching load.
- B.** The Perkins Formula Rule will go to the State Board of Education next week. When approved it will be filed as a procedural rule with the Secretary of State's office and the formula will be implemented on July 1, 2003.
- C.** Dr. Griffin, Provost, gave a report on the history of West Virginia State College Community and Technical College's planning in the development of a LPN program at the Putnam County Technical Center. Council members will receive the report as part of the minutes. Chairman Robinson asked Dr. Griffin to get the desires of their Board of Advisors on the development of an associate degree nursing program.

## **10. Next Meeting**

- A.** The next meeting will be April 23, 2003, at the Charleston Marriott. The purpose of the meeting will be to hear presentations from community and technical colleges requesting tuition and fee increases for academic year 2003-2004.
- B.** Mrs. McClure, Mr. Aderholt and Mr. Oelschlager will serve on the nominating committee for the election of officers.
- C.** Vice Chancellor Skidmore will prepare a slate of possible meeting dates.

## **11. Adjournment**

There being no further business Mrs. McClure moved to adjourn the meeting. Mr. Oelschlager seconded the motion. Motion carried.

Nelson B. Robinson, Jr., Chair

Judi Almond, Secretary

