

**WINSTON-SALEM STATE UNIVERSITY
MINUTES OF THE BOARD OF TRUSTEES MEETING
FRIDAY, JUNE 10, 2016
DRAFT PENDING BOARD APPROVAL**

Board Chair Debra Miller called the meeting to order.

CONFLICT OF INTEREST STATEMENT

Mrs. Miller read the following statement:

“It is my responsibility to remind all members of the Board of their duty under the State Government Ethics Act to avoid conflicts of interest and appearances of conflict of interest as required by this Act. Each member has received the agenda and related information for this Board of Trustees’ meeting. If any board member knows of any conflict of interest or appearance of conflict with respect to any matter coming before the Board of Trustees at this meeting, the conflict or appearance of conflict should be identified at this time.”

There were no conflicts.

ROLL CALL

Members present: Mrs. Debra Miller, Mrs. Coretta Bigelow, Mr. Robert Clark, Mr. Kelvin Farmer, Dr. William Harris, Mrs. Sue Henderson, Dr. Karen McNeil-Miller, Mr. Pradeep Sharma, Mr. Osyris Uqoezwa, Mr. Scott Wierman, and Mr. Charles Wright.

Members absent: Mr. Kyle Brown, and Mr. Mike Shortt.

ADOPTION OF THE AGENDA

Motion: Resolved, that the Winston-Salem State University Board of Trustees adopt the current agenda as distributed.

Dr. McNeil-Miller moved and Dr. Harris seconded the motion to adopt the agenda. The motion passed.

APPROVAL OF THE MINUTES

Motion: Resolved, that the Winston-Salem State University Board of Trustees approve the minutes of the March 18, 2016 meeting and the called meetings for April 20, 2016 and April 29, 2016, as distributed.

Dr. McNeil-Miller moved and Dr. Harris seconded the motion. The motion passed.

EXECUTIVE SESSION

Motion: Resolved, that the Winston-Salem State University Board of Trustees move into executive closed session to consult with our attorney under N.C. Gen. Stat. 143-218.11(a)(3) to protect the attorney-client privilege and to consider and give instructions concerning potential and actual claims, administrative procedures, or judicial actions.

Mr. Wright moved and Mr. Clark seconded the motion to go into executive session. The motion passed.

The meeting moved into closed session.
(The complete minutes of the closed session are recorded separately)

Motion: Resolved, that the Winston-Salem State University Board of Trustees return to open session.

Mrs. Henderson moved and Mr. Farmer seconded the motion to come out of executive session. The motion passed.

The public meeting resumed in Open Session

PUBLIC STATEMENT REGARDING ACTIONS TAKEN IN EXECUTIVE SESSION

Mrs. Miller reported that while in executive session, the board:

1. consulted with the university general counsel to protect attorney-client privilege; and
2. was updated on pending and potential litigation.

Mr. Sharma moved and Dr. Harris seconded the motion to approve all actions taken during executive session. The motion passed.

CONSENT AGENDA

Mrs. Miller asked the committee chairs if there were any items on the consent agenda that should be removed and discussed during their committee reports. There were no items removed.

Motion: Resolved, that the Winston-Salem State University Board of Trustees adopt the following policies by consent.

Mrs. Henderson moved and Mr. Farmer seconded the motion to approve the following items;

1. Automated External Defibrillator Policy,
2. Indirect Cost Policy – Revised,
3. Parking Ordinance – Revised,
4. Payment Card Industry Policy, and the
5. No Smoking Policy – Revised.

The motion passed.

CHANCELLOR’S REPORT

Chancellor Robinson gave a report on some of the things that have occurred during the 2015-2016 academic year. Items mentioned were;

1. Twenty-five Chancellor’s Scholarships were awarded and personally delivered to the students by WSSU BOT members, faculty members and staff members,
2. Nineteen individual monetary awards and 7 team awards were presented to several staff members at the 2016 Chancellor’s Achievement Awards which was held on May 24, 2016,
3. On April 26, 2016, UNC President Margaret Spellings spent an entire day on campus. While on campus she met with faculty and staff, had lunch with students, toured the campus, met with Chancellor Robinson where she was given a copy of the new strategic plan and was informed of the vision for the university. Her visit ended with a small reception in Diggs Gallery.
4. Associate Professor Dr. Manju Bhat, associate professor of physiology, earned the UNC 2016 Award for Excellence in Teaching,
5. Ms. Dontia Barrett – the reigning Miss WSSU was crowned 2016 Miss CIAA,
6. Mrs. Tonia Walker – WSSU Athletic Director, received the CIAA Athletic Director of the Year Award, and she was also named the National Association of Collegiate Women Athletics Administrators (NACWAA) 2016 Administrator of the Year Award,
7. WSSU earned 5 CIAA Championships this academic year,
8. WSSU won the Loretta Taylor Championship for Women’s Sports,
9. WSSU won the Staff Senate Golf Tournament for the 5th consecutive year, and
10. We are having success with the Food Lion & the Rams Helping Hands Food Pantry partnership.

Chancellor Robinson then discussed the academic efficiency and the academic productivity of the university and how we stack up against our peer institutions.

Dr. Brenda Allen gave the enrollment report. She informed the board that the university has accepted 600 more students this year than we had last year. Dr. Allen also stated that we are up in the number of students with intent to enroll which means that these students

are serious about attending WSSU and we need to begin preparing for them. This report can be found in the June 2016 meeting materials.

Dr. Allen then spoke a little about Senate Bill 873 – the Access to Affordable College Education Act. She stated that the primary goals of the bill are to control cost in connection with the constitution’s statement to make higher education affordable and as practical as possible and to grow selected campuses. The bill proposed a \$500.00 resident student tuition, a \$2500.00 non-resident student tuition for 5 campuses, proposed name changes for 3 campuses, a provision to freeze tuition for 8 semesters, and a provision to reduce fees on all UNC campuses between 10-25%. She noted that the bill had received a lot of publicity and responses. Dr. Allen went on to say that WSSU is following general administration’s guidance regarding the bill. General administration believes that the bill is something that the university needs to not only work to minimize problems that campuses saw, but to also work together to maximize the impact.

Dr. Allen went on to explain the three steps that have been taken thus far regarding the most contested items.

1. Name change – General Administration worked with the chancellors and the senators to negotiate the removal of this provision from the bill.
2. Fee Proposal – If the fees were to be cut as proposed, it would be devastating and we would not be able to offer the kinds of services that we offer that are funded by fees.
3. Lost Revenue - Find language to put in the bill that would guarantee that there are provisions in the bill to help the five targeted campuses make up the revenue loss through a guaranteed appropriation.

Dr. Allen went on to explain that as a state institution we must realize and understand that policy shifts are part of our reality. She further explained some of the policies that we have seen in the past. The changes become issues that we as an institution must begin to think about and determine how they affect our mission.

Dr. Allen ended by stating key concepts that WSSU follows when dealing with policy changes. These concepts include;

1. Looking at all policies in terms of our mission,
2. Looking at what the potential challenges & potential opportunities that any new policy presents to the institution given its mission and its goals,
3. Engaging with General Administration,
4. Engaging with local and statewide delegates,
5. Working with General Administration more,
6. Proposing a strategic course of action,
7. Being proactive about the policy,
8. Following good practices so that as changes come we are aligning the institution so that we will continue towards the mission of the institution.

Mrs. Jamie Hunt, director of public & media relations, gave a detailed report regarding the Branding Refresh project that the university is undergoing. Mrs. Hunt stated that the current brand messaging guide that we have is not marketing focused it is very academic focused. She went on to say that the current brand does not serve our needs from a marketing and public relations prospective.

Mrs. Hunt gave the following points as to why it is necessary for the university to have a new brand.

1. WSSU cannot afford not to have a strong brand because of our increasing competition. Having a strong brand would allow the university to have a more effective relationships with; students, alumni, lawmakers and constitutes in the state of NC and beyond.
2. The university has a brand whether we decided what it is or not. Since the public knows we are here they will formulate their own brand for us, which makes it very important that we create our own brand.

Mrs. Hunt then gave a brief overview of the things that have taken place thus far;

1. Several surveys and focus group meetings have taken place and the information collected. Those persons involved consisted of faculty, staff, students, and alumni.
2. As a result of the information received from the meetings and surveys, three key messaging pillars were created. These pillars convey what makes WSSU distinctive and will be used in how we communicate;
 - a. More than a place,
 - b. More than a motto, and
 - c. More than you can dream.

Mrs. Hunt stated that a full roll out of the new brand will be taking place in several stages beginning August 1, 2016. A full copy of Mrs. Hunt's power point presentation can be found in the June 2016 meeting materials.

REPORTS OF THE COMMITTEES

ACADEMIC AFFAIRS COMMITTEE

The committee report was given by Dr. McNeil-Miller. Please see the Academic Affairs report as presented in this section of the June board book.

FINANCE AND ADMINISTRATION COMMITTEE

The committee report was given by Dr. Harris. Please see this report as presented in the Finance and Administration section of the June book.

BOARD OF TRUSTEES OF THE ENDOWMENT

The committee report was given by Mrs. Miller. Mrs. Miller stated that it was necessary that the spending rate be approved by the board. Dr. Harris moved and Mr. Farmer seconded the motion to approve the spending rate of 4.5%. Please see this report as presented in the Endowment Committee section of the June board book.

AUDIT COMMITTEE

The committee report was given by Mr. Sharma. Please see this report as presented in the Internal Audit section of the June board book.

STUDENT AFFAIRS COMMITTEE

The committee report was given by Dr. Harris. Dr. Harris reported that in the committee meeting the members stated that they would like to have the incoming SGA President sworn in at the June meeting instead of having to wait until the September board meeting. Please see this report as presented in the Student Affairs section of the March board book.

Ms. Mona Zihair, incoming SGA President gave former SGA President Kyle Brown's final SGA report.

UNIVERSITY ADVANCEMENT COMMITTEE

The committee report was given by Dr. Harris. Please see this report as presented in the University Advancement section of the June board book.

APPROVAL OF ALL REPORTS

Motion: Resolved, that the Winston-Salem State University Board of Trustees approve and adopt all reports as presented.

Dr. McNeil-Miller moved and Mrs. Henderson seconded the motion. The motion passed.

FORMER BUSINESS

There were no former business items to discuss.

NEW BUSINESS

Mrs. Miller announced the appointment of Mrs. Coretta Bigelow, Mr. Kelvin Farmer and Mr. Mike Shortt to the nominating committee. Mr. Mike Shortt will chair this committee. They will be responsible for choosing the nominees for Chair, Vice Chair and Secretary of the board for the 2016-2017 and 2017-2018 academic years. They will

bring their recommendations to the full board at the September 2016 meeting to be voted on.

Mrs. Miller read the BOT resolution being presented to Mr. Kyle Brown for his service to the board. Since Mr. Brown was not in attendance at the meeting the plaque will be mailed to him.

Mrs. Miller then presented a special framed print created by artist Michael Cunningham to Chancellor Robinson. The print is entitled, "Franco the Great". The gift was being given from the BOT to Chancellor Robinson in honor of his installation.

Chancellor Robinson then presented a gift to Mrs. Miller for her service at chair of the Board of Trustees. Mrs. Henderson told Mrs. Miller that watching her leadership as she navigated the BOT through a lot of challenge, change and transition has been exemplary.

NEXT MEETING DATE

The next meeting date is September 16, 2016.

ADJOURNMENT

Motion: Resolved, that the Winston-Salem State University Board of Trustees adjourn until the next meeting.

Dr. McNeil-Miller moved and Mr. Farmer seconded the motion. With no further business, the motion was passed.

Respectfully submitted,

Charles Wright, Secretary