

MINUTES  
EASTERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE  
BOARD OF GOVERNORS  
Wednesday, December 13, 2006 – 10:00 p.m.

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A meeting of the Board of Governors of Eastern West Virginia Community & Technical College was held on Wednesday, December 13, 2006, at the HARCO Complex in Moorefield, West Virginia. Members present were: Mr. Scott Sherman, Mr. Ronald Whetzel, Mrs. Patricia Crites, Ms. Sharon Gott, Dr. Alfred R. Hoffmann, Mrs. Pamela Shrader, and Mrs. Mary Mongold. Absent from the meeting were Ms. Phyllis Cole and Mr. Scott Jennings. Also present was Ms. Dreama Taylor who recorded the minutes of the meeting.

1. **The December 13, 2006 meeting of the Board of Governor's of Eastern West Virginia Community & Technical College was called to order by acting Chair Mary Mongold at 10:10am.**
2. **Upon a motion by Sharon Gott with a second by Pamela Shrader the minutes of the November 16, 2006 meeting were approved as presented.**
3. **Report from the College – Dr. Alfred Hoffmann**
  - Chief Financial Officer, Penny Reardon was introduced to the Board by Dr. Hoffmann.
  - Dr. Hoffmann reminded the Board of today's holiday luncheon. Staff, Faculty, Board of Governors, and Foundation Board were invited to attend.
4. **Previously Tabled Items:**
  - **Marketing:** Sharon Bungard presented the Board with an overview of the marketing budget as well as the current marketing plan and advertising campaign. Also discussed the measurability of marketing techniques and that some areas of advertising cannot be measured, such as radio and newspaper ads. Informed the Board that plans to develop a tool to evaluate effectiveness of retention and recruitment strategies is being developed.
    - Ron Whetzel suggested a book study of Dr. Ruby K. Payne's book, "A Framework for Understanding Poverty". This study could provide a clearer understanding of our Appalachian Culture and assist in the development of a marketing plan better suited to our region.
  - **Strategic Planning:** Dr. Hoffmann gave a brief update on the November 29, 2006 strategic planning session which included:
    - Total of 43 active participants
    - That the next session is being planned to take place during the week of January 8 – 12, 2007.
    - That a select group of participants will be reviewing and assembling suggestions to be presented at the second session.

\*\*S Bungard to request a copy of the raw data and a draft of the Mission, Vision, and Values document from Dr. Perkins and will forward these documents to the Board as well as Eastern staff\*\*
5. **Master Plan and Capital Expenditure Plan - Approval of New Campus Building Design (Reduced Size)\* (handout at meeting)**
  - Dr. Hoffmann informed the Board that a date extension for the draw down of funds for the new campus project has been presented to, and approved by, the West Virginia Council for Community and Technical College Education.
  - The Board entertained questions pertaining to redesign concerns which resulted in a conference call with "Chris" at Bastian & Harris – Chris will contact Dr. Hoffmann with the financial impact of additional modifications as requested by Board. Chris will forward the financial impact figures to Dr. Hoffmann for review.

- Upon a motion by Scott Sherman with a second by Pat Crites, a motion to accept the re-bid redesign package number 1 with alternatives as well as package number 2, was approved by the Board.
6. **Personnel Committee – Board moved to amend agenda and incorporate this action item.**
- Upon a motion by Ron Whetzel with a second by Pat Crites, the Board voted to add Scott Sherman to the Personnel Committee. The Board was charged to review Eastern’s current hiring policy. \*\*The Hiring Committee requested that current hiring policy document be e-mailed to the Personnel Committee\*\*T. Carr
7. **The Board agreed to meet again on January 17, 2007 at 12:00 p.m.**
8. **Prior to the meeting being adjourned, Pat Crites informed the Board that due to time requirements, she will be resigning from the Board effective December 13, 2006. The meeting was adjourned at 12:30 by acting Chair Mongold following a motion by Pamela Shrader with a second by Pat Crites.**

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Ms. Phyllis Cole, Chair

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Date