

# BOARD OF GOVERNORS

July 20-21, 2012 | **Stonewall Resort** | Roanoke, West Virginia

# SUMMIT

WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

*The mind is not a vessel to be filled but a fire to be ignited. -Plutarch*



## About the Commission

The West Virginia Higher Education Policy Commission is responsible for developing, establishing, and overseeing the implementation of a public policy agenda for the state's four-year colleges and universities. It is charged with oversight of higher education institutions to ensure they are accomplishing their missions and implementing the provisions set by state statute.

The Commission consists of ten members: seven of whom are appointed by the Governor, and three ex-officio members; Secretary of Education and the Arts, State Superintendent of Schools, and Chairperson of the West Virginia Council for Community and Technical College Education.

The Commission employs a staff of about seventy employees that is headed by Chancellor Paul Hill and includes the following divisions: Academic Affairs; Administrative Services; Chancellor's Office; Finance and Facilities; Financial Aid; Health Sciences; Human Resources; Legal; Policy and Planning; Science and Research; and Student Success and P-20 Initiatives.

## About the Chairman



David K. Hendrickson is the Founding Managing Partner of Hendrickson and Long, P.L.L.C. He graduated from West Virginia University in 1979 with a Bachelor of Arts, cum laude, and Juris Doctorate from the West Virginia University College of Law in 1982.

He is a veteran, leaving active duty after completing a four-year tour of service as a Captain in the United States Army. Mr. Hendrickson is a new inductee into the International Academy of Trial Lawyers. He has also been recognized by several national publications including Chambers, USA, Best Lawyers in America, and Litigation Magazine in the area of Corporate Litigation.

While at West Virginia University, Mr. Hendrickson served as the student body president and was the second ever student voting member on the West Virginia Board of Regents. He is a past national president of the West Virginia University Alumni Association and was named Outstanding Alumnus of the Year, 2004. Mr. Hendrickson served as the legal correspondent to the Charleston, ABC affiliate, WCHS-TV and conducted a news segment titled "The Legal Pad." He currently serves on the boards of several charitable, civic, and social organizations.

## About the Chancellor



Dr. Paul L. Hill was named Chancellor on May 18, 2012. He previously served as Interim Chancellor beginning in January 2012 and as Vice Chancellor for Science and Research beginning in 2007. As Vice Chancellor for Science and Research, Dr. Hill oversaw the receipt and administration of more than \$50 million in federal research funding and \$76 million in state research investments. He served as Executive Director of the West Virginia Experimental Program to Stimulate Competitive Research (WVEPSCoR), a state infrastructure program of the National Science Foundation (NSF), and helped create and manage a number of competitive research programs with academic institutions throughout the state, including: the West Virginia Research Trust Fund, commonly known as “Bucks for Brains,” the West Virginia Research Challenge Fund, and West Virginia Eminent Scholars initiative. He formerly held a position at West Virginia University in Research and Economic Development and served as an adjunct faculty member in biology at the University of Charleston. Before joining WVEPSCoR in 2001, he was Chairman and Chief Executive Officer of the U.S. Chemical Safety Board, appointed by President Bill Clinton and confirmed by the U.S. Senate.

Dr. Hill has more than 25 years of experience in academic research, grant administration, public policy and management, and has held CEO positions in state, federal, and private organizations. In addition, Dr. Hill is active in numerous state and federal committees, boards and commissions, including the West Virginia Science and Research Council; West Virginia Commission on International Education; EPSCoR Program Directors Council (past chairman); national EPSCoR/DeA Foundation Board (chairman); EPSCoR 2030 Workshop (project chair); Mid-Atlantic Technology, Research, and Innovation Center (MATRIC) Board of Directors; Hawaii EPSCoR State Committee; Iowa EPSCoR State Committee; Hawaii EPSCoR Monitoring and Assessment Panel (past chairman); A Vision Shared-West Virginia Technology-Based Economic Development (TBED) Council; Marshall University Research Corporation; West Virginia Commission on Science, Technology, Engineering, and Mathematics Graduate Education; and West Virginia University College of Engineering Visiting Committee (2004-2007).

As a representative of the state’s higher education system, Dr. Hill serves as an ex-officio member of the State Board of Education. Dr. Hill was also recently appointed by Governor Earl Ray Tomblin to serve as a member of the Board of Control for the Southern Regional Education Board (SREB), a nonprofit, nonpartisan organization that works with 16 member states, including West Virginia, to improve public pre-K-12 and higher education. SREB was founded by the region's governors and legislators in 1948 representing the nation’s first interstate compact for education.

A native West Virginian, Dr. Hill holds degrees from Marshall University (B.S. and M.S.) and the University of Louisville (Ph.D.) in biology and chemistry. He studied at the University of Louisville's Systems Science Institute, where his research emphasis was environmental chemistry and ecological systems.

## Message from the Chancellor

On behalf of the Commission, thank you for participating in this year's Board of Governors Summit. More importantly, thank you for your selfless service to the state's higher education system and your respective institutions. You represent a multitude of educational and professional backgrounds and your service provides needed expertise and guidance.

This annual event provides an opportunity for the state's higher education leaders to converge on issues of importance to our system and our state. The focus of this year's Summit will be college completion. We are fortunate to be joined by Stan Jones, President of Complete College America, a national leader on this important issue. In addition to Mr. Jones' keynote address, a panel will discuss a recent report from the West Virginia College Completion Task Force, "Educating West Virginia is Everyone's Business," followed by roundtable discussions regarding current state-level and institutional initiatives.

The West Virginia College Completion Task Force report represents over a year of work by a committed group of faculty, staff, students, and administrators. The report has been reviewed by the Governor's Office, the Legislature, and the Commission and will provide a framework for statewide and institutional college completion efforts through five key recommendations:

- 1) Make graduation a visible and tangible priority across the state;
- 2) Reduce the time it takes for students to earn a college certificate or degree;
- 3) Improve developmental education;
- 4) Increase adult completion rates; and
- 5) Connect funding to priorities.

I look forward to working with you in the months and years to come to create new and exciting opportunities for current and future students.



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July 20-21, 2012 | Stonewall Resort | Roanoke, West Virginia

**Friday, July 20**

**11:30 A.M. – 3:00 P.M.**

**Registration**

Location: Lobby

Check-in at Stonewall Resort is 4:00 P.M.; however, your room may be available for early check-in. If your room is not available, the hotel will store your belongings in a safe location until after 4:00 P.M. or when your room becomes available.

**12:30 P.M. – 2:30 P.M.**

**Pre-Conference Luncheons**

**Luncheon and Meeting for Presidents and Board Chairs: “Mutual Expectations for Effective Leadership”**

Location: Library

Facilitator

Tom Layzell, Former Chancellor, Illinois Board of Governors of State Colleges and Universities; Former Commissioner, Mississippi Institutions of Higher Learning; and Former President, Kentucky Council on Postsecondary Education

**Luncheon Meeting for New Board Members: “Roles, Responsibilities, and Expectations”**

Location: Birch Room

Facilitator

Rich Novak, Senior Vice President for Programs and Research, Association of Governing Boards of Universities and Colleges

**Luncheon Meeting for Board Staff: “Overview of Current State Policies, Procedures, and Other Resources”**

Location: Summersville Room

Facilitators

Ashley Schumaker, Senior Director of Board and Public Relations, West Virginia Higher Education Policy Commission

Bruce Walker, General Counsel, West Virginia Higher Education Policy Commission

**3:00 P.M. – 3:15 P.M.**

**Welcome by Chairman David Hendrickson and Opening Remarks by Chancellor Paul Hill**

Location: Stonewall Ballroom II

**3:15 P.M. – 4:15 P.M.**

**Opening Plenary Session: “Perspectives on Successful Governance”**

Location: Stonewall Ballroom II

Introductory Speaker and Facilitator

Rich Novak, Senior Vice President for Programs and Research, Association of Governing Boards of Universities and Colleges

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**Friday, July 20 (Continued)**

Panelists

Dr. Joseph Touma, Chair, Marshall University Board of Governors

Dr. Rodney Fink, Chair, West Virginia School of Osteopathic Medicine Board of Governors

Carolyn Long, Campus Executive Officer, West Virginia University Institute of Technology and Former Chair, West Virginia University Board of Governors

Tom Layzell, Former Chancellor, Illinois Board of Governors of State Colleges and Universities; Former Commissioner, Mississippi Institutions of Higher Learning; and Former President, Kentucky Council on Postsecondary Education

**4:15 P.M. – 4:30 P.M.**

**Break**

**4:30 P.M. – 5:30 P.M.**

**Plenary Session: “*The Financial Outlook for Higher Education and the Fiscal Challenges Facing West Virginia*”**

Location: Stonewall Ballroom II

Introductory Speaker

Rick Staisloff, Founder and Principal, rpkgROUP

Featured Speaker

Mike McKown, Director, West Virginia State Budget Office

**5:30 P.M. – 6:30 P.M.**

**Reception**

Location: Lobby

*NOTE: Spouses and guests are welcome and encouraged to attend.*

**6:30 P.M. – 8:00 P.M.**

**Dinner and Keynote Address**

Location: Stonewall Ballroom II

Featured Keynote Speaker

Stan Jones, President, Complete College America

*NOTE: Spouses and guests are welcome and encouraged to attend.*

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**Saturday, July 21**

**6:30 A.M. – 8:30 A.M.**

**Breakfast**

Location: Stillwaters

*NOTE: Please enjoy breakfast at your leisure between 6:30 A.M. and 8:30 A.M.*

**8:30 A.M. – 9:30 A.M.**

**Plenary Panel: “Educating West Virginia is Everyone’s Business”**

Location: Stonewall Ballroom II

Introductory Speaker and Facilitator

Rob Anderson, Executive Vice Chancellor for Administration, West Virginia Higher Education Policy Commission

Panelists

Dr. Maria Rose, President, Fairmont State University (*Member, West Virginia College Completion Task Force*)

Johnna Beane, Research Associate, West Virginia University Health Sciences Center – Charleston Division and Member, Advisory Council of Classified Employees (*Member, West Virginia College Completion Task Force*)

Dr. Angela Bell, Interim Vice Chancellor for Policy and Planning, West Virginia Higher Education Policy Commission

David Hendrickson, Chairman, West Virginia Higher Education Policy Commission (*Member, West Virginia College Completion Task Force*)

**9:30 A.M. – 10:30 A.M.**

**Concurrent Sessions**

**Concurrent Session 1: “The Basics of Institutional Finance”**

Location: Birch Room

Presenter

Rick Staisloff, Founder and Principal, rpkgROUP

**Concurrent Session 2: “Roundtable Discussion on Retention and Graduation Initiatives”**

Location: Library

Introductory Speaker and Facilitator

Tom Layzell, Former Chancellor, Illinois Board of Governors of State Colleges and Universities; Former Commissioner, Mississippi Institutions of Higher Learning; and Former President, Kentucky Council on Postsecondary Education

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**Saturday, July 21 (Continued)**

Presenter

Dr. Kathy Butler, Vice Chancellor for Academic Affairs, West Virginia Higher Education Policy Commission

**Concurrent Session 3: “Roundtable Discussion on Adult Learner Best Practices”**

Location: Stonewall Ballroom I

Introductory Speaker and Facilitator

Dr. Sarah Beasley, Director of Statewide Academic Initiatives, West Virginia Higher Education Policy Commission

Panelists

Dr. George Towers, Associate Academic Dean, Concord University

Dr. Rudy Pauley, Associate Vice President for Outreach and Continuing Studies, Marshall University

**10:30 A.M. – 10:45 A.M.**

**Break**

**10:45 A.M. – 11:45 A.M.**

**Concurrent Sessions Repeated**

**Concurrent Session 1: “The Basics of Institutional Finance”**

Location: Birch Room

Presenter

Rick Staisloff, Founder and Principal, rpkgROUP

**Concurrent Session 2: “Roundtable Discussion on Retention and Graduation Initiatives”**

Location: Library

Introductory Speaker and Facilitator

Tom Layzell, Former Chancellor, Illinois Board of Governors of State Colleges and Universities; Former Commissioner, Mississippi Institutions of Higher Learning; and Former President, Kentucky Council on Postsecondary Education

Presenter

Dr. Kathy Butler, Vice Chancellor for Academic Affairs, West Virginia Higher Education Policy Commission

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**Saturday, July 21 (Continued)**

**Concurrent Session 3: “Roundtable Discussion on Adult Learner Best Practices”**

Location: Stonewall Ballroom I

Introductory Speaker and Facilitator

Dr. Sarah Beasley, Director of Statewide Academic Initiatives, West Virginia Higher Education Policy Commission

Panelists

Dr. George Towers, Associate Academic Dean, Concord University

Dr. Rudy Pauley, Associate Vice President for Outreach and Continuing Studies, Marshall University

**11:45 A.M. – Noon**

**Wrap-Up and Closing Remarks by Chancellor Hill**

Location: Stonewall Ballroom II

**Noon – 1:00 P.M.**

**Lunch**

Location: Stonewall Ballroom II

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**Stan Jones**  
*President*  
*Complete College America*



Following three decades successfully reforming higher education in Indiana as Commissioner of Higher Education, state legislator, and senior advisor to the governor, Stan Jones founded Complete College America in order to build a network of states committed to substantially increasing the number of Americans with a postsecondary credential.

Mr. Jones began his longstanding commitment to education in 1974, when, at the age of 24, he was elected to the Indiana House of Representatives. As a member of both the House Education and State Budget committees, he developed expertise in higher education and higher education finance. Stan served 16 years in the Indiana State Legislature and more than five years as a senior advisor to Governor Evan Bayh. His service as Indiana Commissioner for Higher Education spanned 12 years and the tenure of four different governors from both political parties.

As Commissioner, he was credited as a primary architect of several landmark education policy initiatives in Indiana. These initiatives include the 21st Century Scholars program, an early promise scholarship program aimed at increasing the number of low-income students attending and completing a postsecondary education; the development of Indiana's new community college system; the creation of Indiana's Education Roundtable; and the implementation of Core 40, a college prep curriculum that has contributed to a significant increase in high school seniors going to college.

**Tom Layzell**

*Former Chancellor, Illinois Board of Governors of State Colleges and Universities*

*Former Commissioner, Mississippi Institutions of Higher Learning*

*Former President, Kentucky Council on Postsecondary Education*



Tom Layzell is retired after a 42-year career in public higher education. He served for 23 years as the chief executive officer of two multi-campus governing boards and a statewide coordinating board. He was chancellor of the Illinois Board of Governors of State Colleges and Universities, commissioner of higher education for the Mississippi Institutions of Higher Learning, and president of the Kentucky Council on Postsecondary Education. He also served as the chief financial officer of a university and of a university system.

Tom has had extensive experience with system coordination; policy analysis and development; academic program development and review; strategic planning; development of a public agenda; development of accountability measures; budgeting and financial management; external relations; presidential searches and evaluations; collective bargaining and employee relations; and workforce development.

Tom has made numerous presentations on higher education issues at state, regional, and national meetings; led sessions at the Association of Governing Boards of Universities and Colleges (AGB) meetings, National Association of System Heads (NASH) meetings, and State Higher Education Executive Officers (SHEEO) meetings; facilitated seminars for board chairs and system executives; led board retreats; and consulted on faculty collective bargaining and employee relations.

Tom has served as president of SHEEO; president of NASH; a member of the National Commission on Accountability in Higher Education, co-chaired by former Secretary of Education Dick Riley and former Governor of Oklahoma Frank Keating; and served two terms on the AGB Council of Presidents. Tom has served on a variety of public boards concerned with distance learning, educational television, K-12 education, P-16 relations, workforce development, health insurance, college savings, financial aid, and public libraries.

Tom received a BA degree in history from Millikin University and JD and MAPA degrees from the University of Illinois at Urbana-Champaign.

**Mike McKown**

*Director*

*West Virginia State Budget Office*



Mike McKown has been the Director of West Virginia's State Budget Office since 2006, where he works closely with the Governor and Legislature on West Virginia's state budget. He is a 1980 graduate of West Virginia Institute of Technology, has a degree in Accounting, and is a Certified Public Accountant.

Since 1981, he has worked in West Virginia State Government under five different state agencies. In 1981, he began his governmental service as a Legislative Auditor, then in 1982 as an accountant with the Governor's Office of Community Development. In 1987, he worked as the Chief Accountant for the Division of Commerce, then starting in 1989, served as the Director of Accounting and Budget with the Department of Education.

Over the last 28 years, he has prepared budgets and financial statements for various state agencies. These experiences have given him invaluable knowledge of the State's finances and its budget process.

**Rich Novak**

*Senior Vice President for Programs and Research*

*Association of Governing Boards of Universities and Colleges*



Richard Novak is Senior Vice President for Programs and Research and leads the Ingram Center for Public Trusteeship and Governance at the Association of Governing Boards of Universities and Colleges (AGB). He oversees the association's programs and research for both public and private members. The Ingram Center's mission is to strengthen the relationship between academic institutions and state governments by enhancing the performance and capacity of governing boards.

While at AGB, Rich has directed special initiatives on board and presidential leadership; led a multi-state study on the effectiveness of public college and university governing boards; worked to incorporate environmental sustainability into governing board agendas; and directed or co-directed studies in several states, including Maryland, South Carolina, Louisiana, Mississippi, and New Jersey.

Internationally, he has co-directed a project on governance for the Ministry of Higher Education in Egypt funded by UNESCO, consulted with the Ireland Higher Education Authority, and worked extensively in the Republic of the Marshall Islands.

**Rick Staisloff**  
*Founder and Principal*  
*rpkGROUP*



Richard Staisloff is a founder and principal of rpkGROUP, a leading consulting firm in higher education supporting colleges and universities nationally with their growth strategies. rpkGROUP emerged from two decades of leadership positions in the higher education sector, where Staisloff developed his expertise in finance and higher education from the perspective of public and private, two- and four-year institutions, higher education commissions, and State legislatures.

Staisloff has worked with colleges and universities nationwide, helping them to combine a mission and market approach to the business of higher education. He has been a leading voice in the development of a new business model for the industry, working closely with the Association of Governing Boards of Universities and Colleges (AGB), the National Association of College and University Business Officers (NACUBO), and the Council of Independent Colleges, the Delta Cost Project, and others to develop a new language and new metrics around cost, price and finance in higher education. Staisloff received his B.A. from Loyola College in Maryland (now Loyola University Maryland) and an M.A. from The American University.

Staisloff joined the College of Notre Dame of Maryland in 1998 as vice president for finance and administration. Prior to that, Staisloff served four years at Carroll Community College, where he helped lead the creation of this independent college. From 1992-94, Staisloff acted as a finance policy analyst for the Maryland Higher Education Commission. Finally, he served with the Maryland General Assembly, House Committee on Ways and Means, from 1989-92, focusing on education and taxation issues.

Staisloff is vice chair of the board for Boys Hope/Girls Hope Baltimore and serves on multiple committees, including the plant committee for St. Mary's Seminary and University, the audit and compliance committee at St. Joseph's Medical Center and the investment committee of the Associated Suplicians of the United States. In addition, Staisloff is a member of the 2006 class of the Leadership Program.



**Rob Anderson**



Rob Anderson currently serves as Executive Vice Chancellor for Administration for the West Virginia Higher Education Policy Commission and the Community and Technical College System of West Virginia. Prior to becoming Interim Executive Vice Chancellor for Administration in September 2011, he served as Senior Director of Policy and Planning for more than four years. His career in West Virginia's higher education system has focused on the areas of administration, public policy, research, and strategic planning. His scholarly focus has been in the areas of student access and financial aid policy with a particular interest in merit aid programs and their impact on institutional and student outcomes.

Previously, he served as Director of Research and Planning for the Tennessee Higher Education Commission in Nashville, Tennessee and as an administrator and instructor at Montreat College in Montreat, North Carolina.

Mr. Anderson received his B.A. in English from The Citadel and a M.Div. from The Southern Baptist Theological Seminary. He has completed coursework and comprehensive exams for his Ph.D. in Higher Education Administration within the Institute of Higher Education at the University of Georgia.

**Sarah Beasley**



Dr. Sarah Beasley is the Director of Statewide Academic Initiatives for the West Virginia Higher Education Policy Commission. A native West Virginian, Dr. Beasley holds a B.A. in Psychology from Harvard College, an Ed.M. from the Harvard Graduate School of Education in Administration, Planning, and Social Policy, and a Ph.D. in Higher Education Administration from Boston College. Her research interests include college access and success for low-income, first-generation, rural, and adult students. Before coming to the West Virginia Higher Education Policy Commission in September 2010, she worked for six years as a Senior Admissions Officer at Harvard College and served for two years as Co-Director of the Harvard Financial Aid Initiative, which efforts included expanding recruitment, financial aid, and student services for low- and middle-income students. She is currently overseeing the statewide adult learner initiative, DegreeNow, which seeks to reenroll adults with some college credits but no postsecondary credential.

## Angela Bell



Dr. Angela Bell is the Interim Vice Chancellor for Policy and Planning for the West Virginia Higher Education Policy Commission. She completed her doctorate in the Institute of Higher Education at the University of Georgia in 2008. Prior to pursuing her doctorate, she was a high school Latin teacher for nine years. She earned a B.A. in Classics with a Women's Studies Certificate from Princeton University and a M.Ed. in Language Education from the University of Georgia. She worked at the Commission for three and a half years as a Research and Planning Analyst prior to becoming Interim Vice Chancellor in 2012. Dr. Bell has primarily worked in the area of financial aid policy analysis. She has also carried out research on how such factors as financial aid, developmental education, and transfer shape student success in college.

## Kathy Butler



Dr. Kathy Butler, a native West Virginian, is the Vice Chancellor for Academic Affairs for the West Virginia Higher Education Policy Commission. She holds a B.A. in Early Childhood Education, Elementary Education, and Social Studies from Glenville State College in addition to a Masters degree and an Ed. D. from West Virginia University in Curriculum and Instruction and Early Childhood Education.

She came to the Commission in August 2010 from Glenville State College where she had most recently served as Provost and Senior Vice President. While at Glenville State College, Dr. Butler served the college in a number of administrative positions including Vice President for Academic Affairs, Associate Vice President for Academic Affairs, Dean of Teacher Education, and Director of Field Experiences. Dr. Butler served as a faculty member at Glenville State College from 1989 to 2010 as Professor of Early Childhood Education. Additionally, she has ten years of public school experience in Wood County Public Schools and holds permanent West Virginia teaching certification.

## **Ashley Schumaker**



Ashley Schumaker is the Senior Director of Board and Public Relations for the West Virginia Higher Education Policy Commission. In this position, Ms. Schumaker serves as the agency's public information officer and the primary source of contact for the Commission. In addition, she oversees media relations, internal communications, and external communications for the agency. She is responsible for the operation of and event coordination for the Chancellor's Office and provides professional support to the Chancellor and other executive staff. Prior to serving in this role, Ms. Schumaker served as Executive Assistant to the Chancellor/Director of Communications beginning in August 2007.

Previously, Ms. Schumaker served as an Administrative Support Trainer at Jackson Kelly PLLC and in various roles at the West Virginia Higher Education Policy Commission. Her tenure at the Commission began in 2004 as part of the West Virginia Governor's Summer Internship Program, while she was an undergraduate student at Marshall University.

A native West Virginian, Ms. Schumaker received a B.A. in Political Science with a minor in communication studies from Marshall University and a M.A. in Communication Studies from West Virginia University.

## **Bruce Walker**



Bruce Ray Walker has served as General Counsel for the state's higher education system since 1991. Prior to that time, he spent eight years with the West Virginia Attorney General's Office as an assistant and later deputy attorney general. He received a B.A. degree from Michigan State University and a J.D. from Washington and Lee University College of Law. As General Counsel, Mr. Walker is responsible for legal advice to the West Virginia Higher Education Policy Commission, the higher education office, and to the public institutions of higher education.

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