

Shepherd

UNIVERSITY

Board of Governors



Meeting Agenda

September 9, 2010

Board Members

Mary Clare Eros, Chair

Gat Caperton, Vice Chair	Veronique N. Walker
W. Mark Rudolph, Secretary	John Younis
John Beatty	Anna Boh, Student
Lacy I. Rice III	Jason Best, Faculty
D. Scott Roach	Diane Shewbridge, Classified Staff

Suzanne Shipley, President

**SHEPHERD UNIVERSITY
BOARD OF GOVERNORS**

3:30 p.m.

September 9, 2010

Lower Conference Room

**Robert Byrd Center for Legislative Studies
Shepherdstown, WV**

AGENDA

Regular Session

1. Call to Order Chair Mary Clare Eros
2. Public Comments
3. New Shepherd Fight Song Dr. Richard Helldobler,
Vice President for Academic Affairs

Consent Agenda

1. Adoption of the Minutes from the August 12, 2010 Board Meeting Chair Eros
2. Department of Economics Renaming Dr. Helldobler

Discussion Agenda

1. Office of Advancement Annual Report Dr. Diane Melby, Vice President for Advancement
2. Quarterly Financials Dr. Ed Magee, Vice President for Administration and Finance
3. Salary Increases and Temporary Enhancements Mr. Alan Perdue, General Counsel

Presentation Agenda

1. Tuition and Fee Waiver Report Ms. Sandra Oerly-Bennett,
Director of Financial Aid
2. President's Report President Suzanne Shipley
3. Results of President's Triennial Review Chair Eros
4. New Business Chair Eros

Adjournment

Shepherd University Board of Governors

Minutes of the Meeting of August 12, 2010

The Shepherd University Board of Governors met on August 12, 2010, in a regular meeting. Members participating were: John Beatty [phone], Jason Best [phone], Anna Boh, Gat Caperton [phone], Mary Clare Eros, Lacy Rice III [phone], D. Scott Roach [phone], W. Mark Rudolph [phone], Diane Shewbridge, and Veronique N. Walker [phone]. Also present were Shepherd University President Suzanne Shipley, members of the executive staff and others. Board member John Younis was absent from the meeting.

1. **ADMINISTRATION OF OATH OF OFFICE FOR NEW BOARD MEMBER**

The oath of office was administered to Anna Boh, the new student representative to the Board.

2. **PUBLIC COMMENTS**

No public comments were made.

3. **MINUTES OF THE MEETING OF JUNE 10, 2010**

M (Shewbridge), S (Roach), all members participating by phone were polled, **PASSED**, that the minutes of the June 10, 2010 meeting of the Board of Governors be adopted as presented at the meeting.

4. **FISCAL YEAR 2012 CAPITAL FUNDING PRIORITIES**

M (Caperton), S (Roach), all members participating by phone were polled, **PASSED**, That the Shepherd University Board of Governors approves the Capital Funding Priorities as presented in the agenda book, and authorizes the President to file the Capital Funding Priorities on its behalf to the West Virginia Higher Education Policy Commission.

5. **ATHLETIC PROGRAM PHILOSOPHY ANNUAL APPROVAL**

M (Rudolph), S (Shewbridge), all members participating by phone were polled, **PASSED**, That the Shepherd University Board of Governors approves the Shepherd University Athletic Program Philosophy for the period July 1, 2010 – June 30, 2011 as presented in the agenda materials of August 12, 2010.

6. **RIGHT OF WAY CONVEYANCE TO POTOMAC EDISON/ALLEGHENY POWER**

M (Best), S (Walker), all members participating by phone were polled, **PASSED**, That the Shepherd University Board of Governors approves the conveyance of a ten foot right of way to Potomac Edison Company for the purpose of supplying electrical service and a new transformer at White Hall, and authorizes the President to execute the attached proposed agreement.

7. **NEW BUSINESS**

None.

Mary Clare Eros
Chair

Mark Rudolph
Secretary

DEPARTMENT OF ECONOMICS RENAMING

No other field has been more in the forefront of public concern and debate than the status of global, national, and personal finances. Two of the five faculty members in the Department of Economics specialize in the area of finance, offering courses such as Money and Banking and Public Finance. One faculty member is currently pursuing advanced, specialized training in financial planning. Faculty members initiated the development of the Department of Economics' new concentration in Financial Economics last year.

With the external focus on finance and the extensive financial training of existing faculty, the Shepherd University Department of Economics is proposing a change in the department's name to the Department of Economics and Finance. With "finance" included in the department's title, it is believed that this name change would leverage existing faculty and curriculum to enhance student recruitment and inevitably showcase the applicability of a Shepherd degree.

The study of finance offers many opportunities for experiential learning, case studies, and other high-impact practices outlined in the Association of American Colleges and Universities' (AAC&U) Liberal Education and America's Promise (LEAP) standards which are guiding Shepherd's efforts to redesign the general education curriculum.

This change will be completed utilizing existing faculty and will not necessitate the hiring of additional personnel. The proposed name change has been approved at the department and school levels and prior to the Board meeting on September 9 will have been reviewed with the Faculty Senate, the Classified Employees Council, and the Student Government Association.

The following resolution is recommended for adoption by the Board:

RESOLVED, That the Shepherd University Board of Governors approves the renaming of the *Department of Economics* to the *Department of Economics and Finance*, effective with the Fall 2010 academic semester.

OFFICE OF ADVANCEMENT ANNUAL REPORT

This report reflects the activities, results, and goals of the following entities for FY 2010: Advancement, Alumni Relations, External Affairs, and the Shepherd University Foundation (SUF). Data related to fundraising done in collaboration with the Contemporary American Theater Festival (CATF) for the Create Comprehensive Campaign are also included. Dr. Diane Melby, Vice President for Advancement, will highlight the year in review and lead a discussion around the goals and strategies of the current year's advancement efforts.

Mission:

Advancement seeks to assure that Shepherd University is recognized and supported as a premier liberal arts university whose future is progressed with assistance from diverse sources of external funding.

Advancement Goals:

1. To strengthen the integrated communication strategy that supports the University's administrative and academic initiatives.
2. To enhance outreach and stewardship programs and expand the circle of friends who support the University with their time, talent, and resources.
3. To secure financial support that advances the mission of the University and assists Shepherd in meeting its vision and strategic plan priorities.
4. To steward resources that are provided by external sources.

Key Areas of Emphasis and Results for 2010:

Strengthen the University's communications and outreach programs

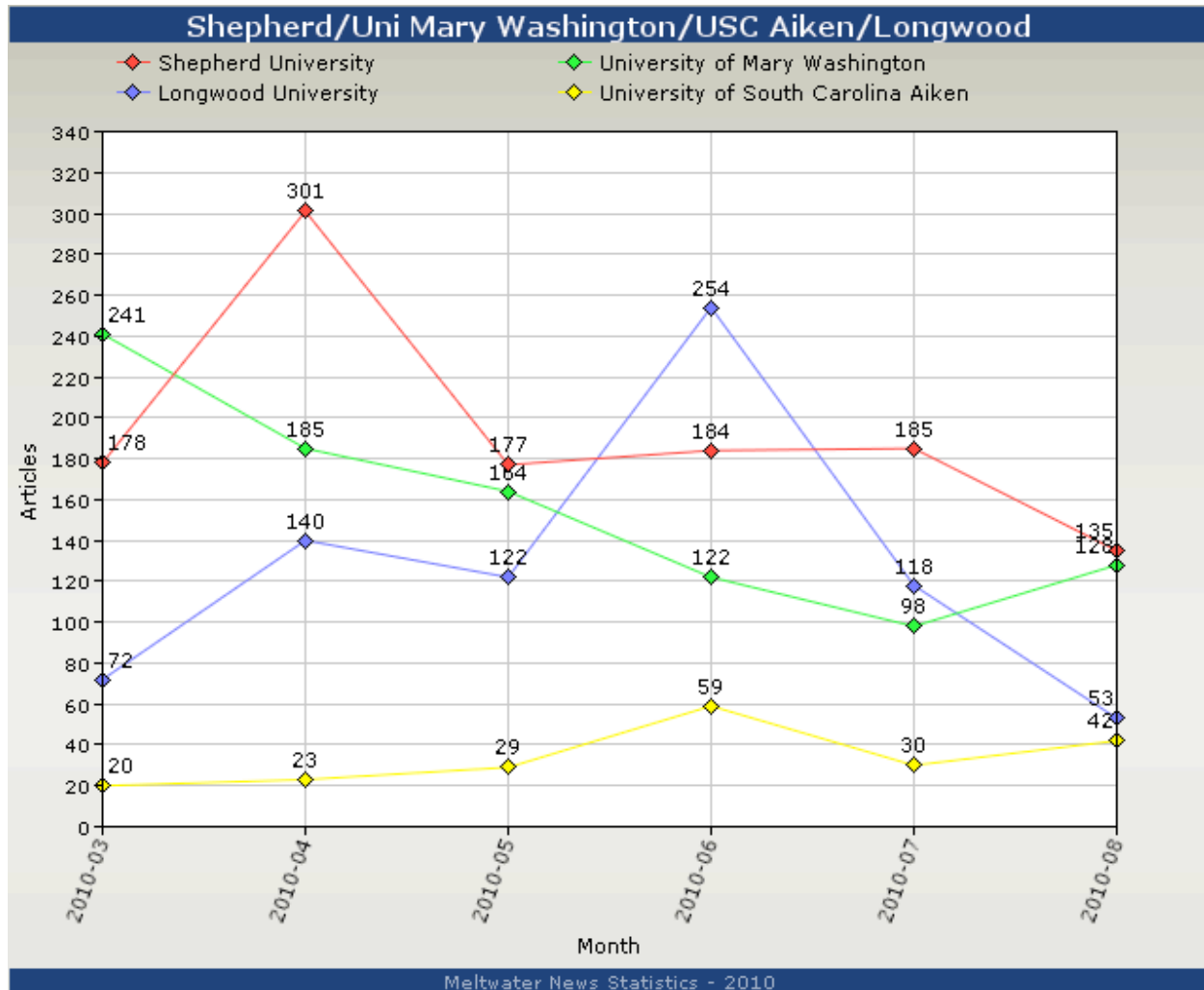
The process of advancing the University is heavily dependent upon reaching out to as many of our constituencies as possible. Constituencies include essentially any individual or entity in a position to support us with time, talent, resources, or influence. The process of identifying our constituencies can be modeled in the shape of a funnel, with a broad opening that allows great numbers to access the university and become acquainted with our mission and impact.

External Affairs is the primary coordinator of university communications for Shepherd University and as such, is positioned at the mouth of the funnel. The External Affairs staff has focused on the development of an integrated communications strategy to reach the broadest constituency. To this end, the University website, Facebook, and Twitter are routinely used to disseminate information that is also being distributed through traditional print media. In addition, special social networking sites (ShepConnect and Facebook) established in previous years are now fully operational and provide alumni and friends opportunities to interact with the University on a personal level. Flickr and the Shepherd channel on YouTube are used to provide the world with constantly changing visuals of day-to-day life at Shepherd.

A challenge has been determining appropriate benchmarks for these activities. To address at least one facet of this issue, we are pursuing a subscription with The Meltwater Group. Meltwater News' online

media monitoring service enables users to access and analyze customized search results that describe media coverage. The service tracks more than 115,000 global news sources including major news outlets, trade publications, local and regional journals, weekly newspapers, influential blogs, as well as TV and radio and offers both quantitative and qualitative analytical capabilities. Chart A exemplifies the analytic advantage that this service provides.

Chart A: Six month comparison of media coverage with three benchmark universities.



Events form the mid-section of the outreach funnel. If broad-based communications pique the interest of our constituents, events can be a conduit for forming a relationship that becomes mutually beneficial for the individual and university. During 2010, Advancement, Alumni Affairs, the Shepherd Foundation, and the CATF coordinated more than 54 major events. Highlights included the first Professional Connections Day which was co-sponsored by Alumni Relations, Career Services, and the faculty of the Department of Business Administration. This daylong conference for business school students focused on career development and workplace communications and featured approximately 20 of our most successful alumni and community leaders as speakers.

Another collaborative and highly visible event was the public announcement for Create. Coordinated with the Homecoming Committee, the public announcement included a reception for those who made the

silent phase successful, a demonstration tour focusing on some of Shepherd’s star academic programs, and a halftime announcement and celebration during the Homecoming football game. The public announcement period was supported by an integrated communication program that garnered media attention in the quad-state region and publications throughout West Virginia.

At the narrowest end of the funnel is the development team that works 1:1 with individuals and organizations to help them find their unique roles in securing the future of Shepherd University. Metrics for development officers have been established by leading professional groups and are based upon the quantity and quality of individual contacts that development officers make. Chart B quantifies the types of significant, personal contacts made by the development team.

Chart B: The metric for strategic, significant contacts was 480.

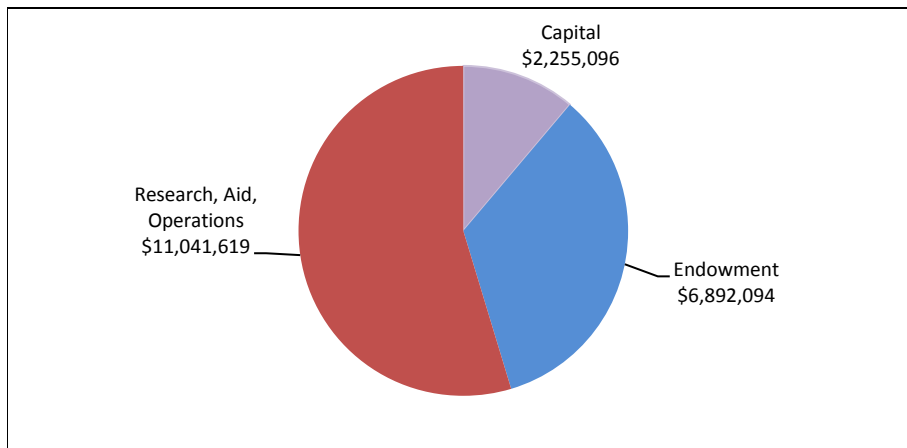
Type	#	% of Total
Phone Call	217	35%
Meeting	219	35%
E-mail	59	10%
Task/Other	123	20%
Total	618	100%

The outcomes produced through communications and outreach are synergistic with other internal and external influences and it becomes difficult to establish cause/effect relationships. Advancement’s mission is twofold: assuring that Shepherd University is both recognized and supported. To that end, Advancement utilizes data related to support as one indicator of the effectiveness of the communications and outreach programs and the results are described in the remainder of this report.

Launch the public phase of the comprehensive campaign for Shepherd University

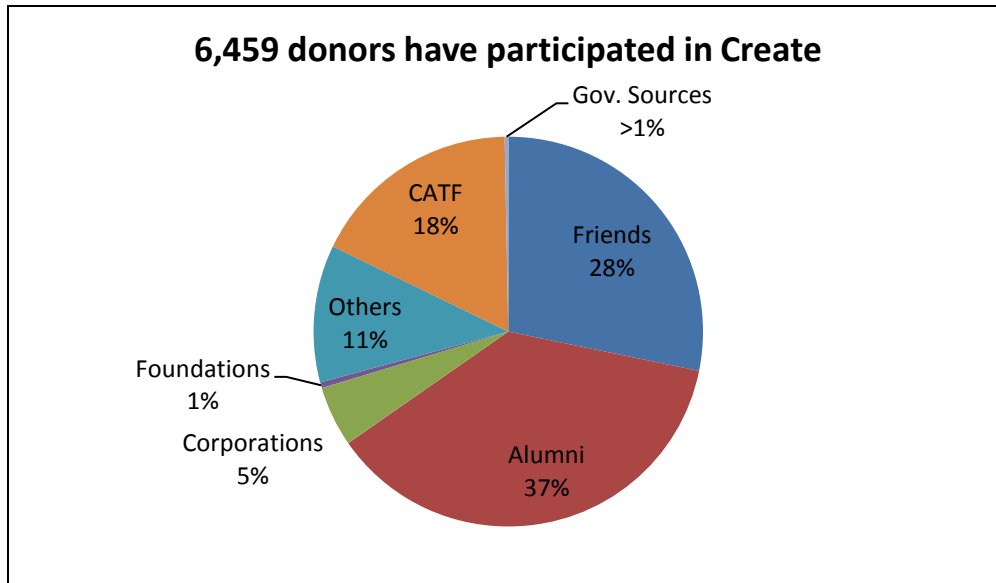
By the beginning of the fiscal year, 80 percent of the fundraising goal for the Create campaign had been raised. As a result, the Executive Campaign Committee declared the silent phase of the campaign complete and announced the campaign to the community during Homecoming weekend. The purpose of the public phase is characterized by an invitation to all friends of the University to participate in the success of the campaign by giving gifts according to capacity. While the median gift size shrinks in comparison to those typically received during the silent phase, the key message is that, “every gift is important and every gift counts.” After one year in public campaign, the \$20 million goal had been surpassed. Chart C illustrates the breakdown of funds raised by campaign priority.

Chart C: By June 30, 2010, \$20,188,809 had been raised.



Originally scheduled to close in 2012, the Executive Campaign Committee chose June 30, 2011 as the official end date of the campaign. This strategy has several benefits: 1) it allows the University to continue to fundraise for urgent needs, especially endowment and aid for students; 2) it allows time for donors to become part of the successful effort; and 3) it provides planning time for the appropriate acknowledgement of the contributions of volunteers and donors. One success of the Create campaign has been the depth of the donor pool, in terms of the number of individuals and organizations who have contributed to it. Chart D describes the donor pool by constituency and it is noted that alumni continue to lead the way in giving.

Chart D: Constituency as a percentage of the total donor pool.



Continue to strengthen the major gifts program

Generally, the overarching goal of any fundraising campaign is to motivate donors to make extraordinary gifts. Campaigns encourage donors to make the most significant gift of their lifetime. It follows then, that campaigns are structured to occur within defined and abbreviated periods of time: scheduled to provide donors just enough time to consider what impact they want to have with their philanthropic support. Institutions often allocate substantial extra resources (financial, human, and structural) to support the campaign with the intent that these resources will be pulled back and fundraising will return to its pre-campaign activity at the conclusion of the campaign.

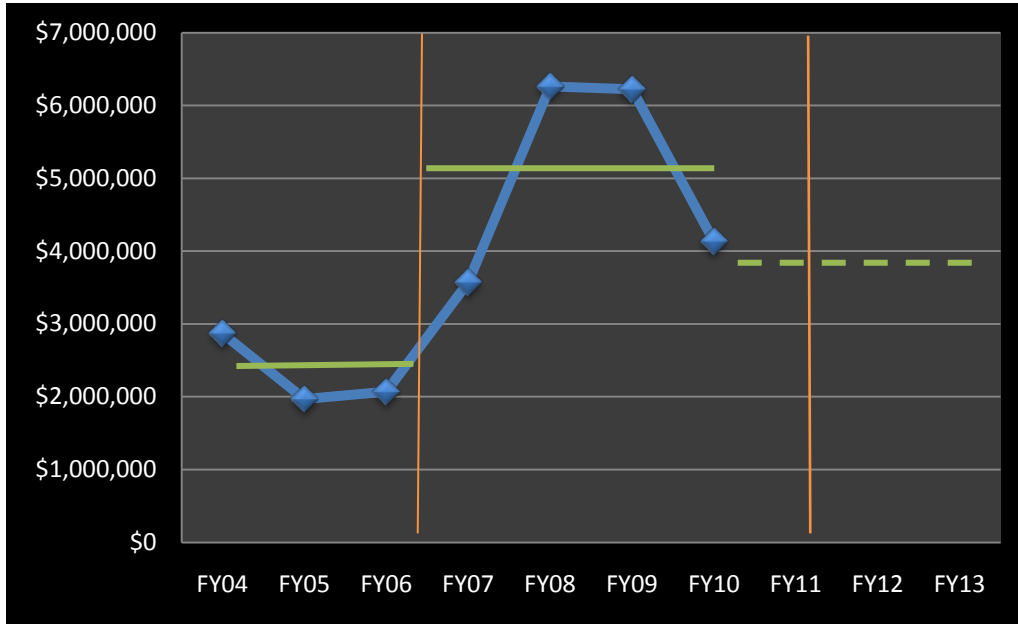
Create, however, is Shepherd University’s first fundraising campaign. One of the priorities of the campaign is to build a stronger, more flexible university. Advancement strategies to address this priority have focused on diversifying sources of external funding and supporting these over the long term. The long-term fundraising goal, therefore, is to raise the bar for annual fundraising over pre-campaign years. Three objectives have been identified to support this goal:

1. Provide faculty and staff the infrastructure and support needed to successfully pursue grant funding;
2. Strengthen planned giving through information, direct solicitation, and recognition;
3. Build the major gift pool through moves management of the annual giving program.

The senior fundraising staff has been working actively toward meeting these objectives and while post-campaign trends will not begin to develop until 2012, it appears that Shepherd is benefiting from the

strategy to diversify sources of external funds. In the years preceding the campaign, on average, \$2.3 million per year was raised. During the first four years of the campaign, the total average was \$5 million per year and it is noted the bell-shaped curve associated with successful campaigns was achieved. The benchmark for post-campaign years will be to raise \$3.9 million or more a year. Chart E illustrates total fundraising trends during pre-campaign and campaign years while providing a benchmark for the post-campaign period.

Chart E: Fundraising totals and projections pre-campaign, campaign, and post-campaign periods.

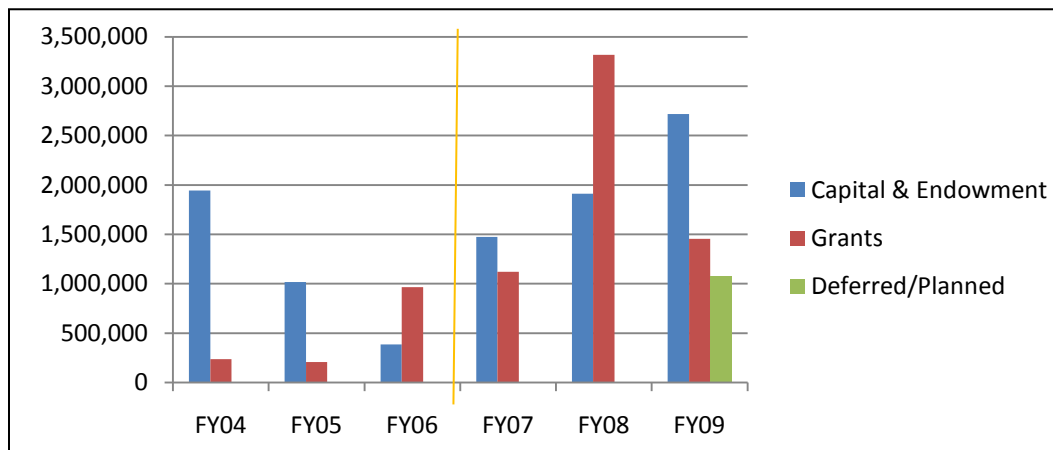


Key

- Fundraising Total —◆—
- Average Raised —
- Projected - - -
- Campaign Periods |

Chart F provides data to illustrate trends for specific major gift programs. Endowment, grants and planned giving are generally recognized as the three sustaining hallmarks of a strong major gifts program.

Chart F: Fundraising results of select major giving programs.



Create a sustainable, highly productive advancement organization

Advancement is a rapidly developing discipline that requires both long-term strategic planning and proactive adaptation to shifting circumstances. Fluctuating economic conditions and changes in University priorities are just two examples of conditions that can cause advancement professionals to consider substantive changes to communications, development, and outreach strategies. The Council for the Advancement and Support of Education (CASE) and the Council for Aid to Education (CAE) are the premier professional organizations identifying best practices to advance universities. In addition, Advancement is a data rich field that can be harvested for the continuous improvement of program outcomes.

The 2010 year presented Advancement with a number of challenges and opportunities. Challenges included continuing uncertainty in the economy with notable concern especially for the ability of individuals with average to modest capacity to maintain previous giving levels. In addition, recent rebounds in investment portfolios have not been sustained long enough to return giving from foundations, corporations, and wealthy individuals to levels achieved prior to the recession. Despite these challenges, changes in staffing and resource needs presented opportunities to improve advancement programs. Utilizing benchmark data provided by CASE and CAE, the Advancement team was able to restructure the organization to be better positioned to implement best practices modeled by peer institutions.

Chart G provides data related to fundraising and outreach that was used for benchmarking purposes.

Chart G: In terms of total support, Shepherd ranks 7th when benchmarked against 11 similar universities.

Rank	University	Total Support	Value of Bequests	Alumni Giving	¹ Alumni Giving Rate	Parents	Others	Foundations	Corporations
1	UNC Asheville	\$9,238,000	\$325,000	\$171,000	9%	\$120,000	\$1,943,000	\$3,457,000	\$1,907,000
2	Mary Washington	\$6,790,000	\$585,000	\$1,941,000	22%	\$197,000	\$404,000	\$205,000	\$3,928,000
3	CA-Monterey Bay	\$5,242,000	\$2,154,000	\$8,000	3%	\$12,000	\$2,990,000	\$925,000	\$705,000
4	Shawnee State U	\$2,856,000	\$273,000	\$7,000	1%	\$0	\$546,000	\$41,000	\$2,212,000
5	Longwood	\$2,549,000	\$222,000	\$816,000	18%	\$59,000	\$812,000	\$431,000	\$380,000
6	East Connecticut	\$2,179,000	\$519,000	\$135,000	5%	\$32,000	\$923,000	\$451,000	\$547,000
7	Shepherd	\$1,432,000	\$273,000	\$305,000	11%	\$2,000	\$575,000	\$132,000	\$350,000
8	MD-Eastern Shore	\$1,358,000	\$0	\$139,000	5%	\$2,000	\$77,000	\$737,000	\$251,000
9	U of SC-Aiken	\$1,350,000	\$0	\$55,000	8%	\$0	\$364,000	\$45,000	\$612,000
10	SUNY - Old Westbury	\$670,000	\$0	\$13,000	2%	\$0	\$93,000	\$320,000	\$221,000
11	SUNY -Cobleskill-	\$624,000	\$0	\$121,000	8%	\$6,000	\$229,000	\$180,000	\$60,000
12	U of ME- Farmington	\$542,000	\$0	\$355,000	11%	\$0	\$131,000	\$16,000	\$10,000

NOTES:

Unless otherwise indicated data is from the 2009 VSE report

¹US News and World Reports, 2009

Data-based decision making was used to make four essential changes to realign staffing and position Advancement to address the identified challenges. The changes are numbered to correspond with the notations in Chart H:

1. Director of Alumni Relations position upgraded from Assistant Director of Alumni Relations and Annual Giving to increase focus on outreach;
2. Alumni Relations and Annual Giving is split to diversify annual giving with strengthened faculty/staff and parent giving programs planned for 2011;
3. Director of Major Gifts is charged with developing Athletics fundraising program; and
4. Planned Giving is emphasized in the Create campaign and new materials are developed.

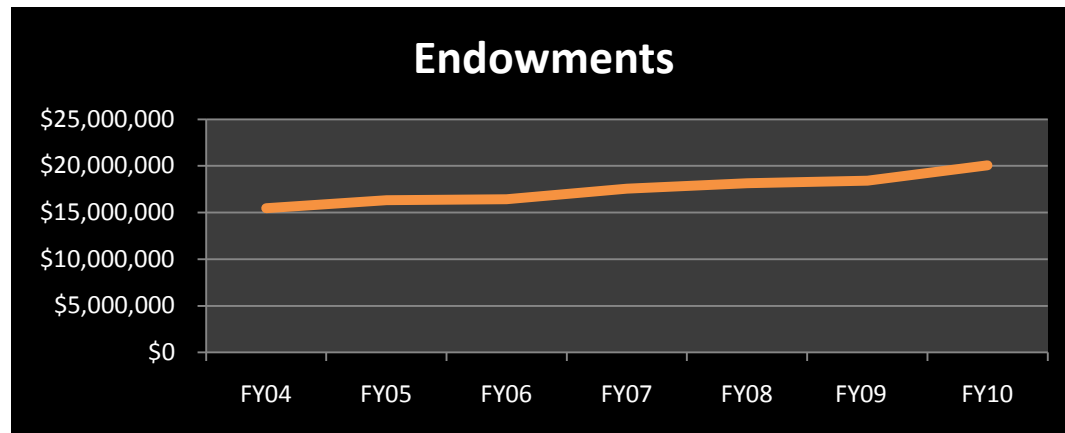
Chart H: Benchmark data as it relates to realignment of Advancement staff.

Rank	*Alumni Giving Rate	Alumni Giving	Others (faculty, staff, friends)	Value of Bequests	Parents	Corporations
1	22%	\$1,941,000	\$2,990,000	\$2,154,000	\$197,000	\$3,928,000
2	18%	\$816,000	\$1,943,000	\$585,000	\$120,000	\$2,212,000
3	¹ 11%	\$355,000	\$923,000	\$519,000	\$59,000	\$1,907,000
4	11%	^{2,3} \$305,000	\$812,000	\$325,000	\$32,000	\$705,000
5	9%	\$171,000	^{2,3} \$575,000	⁴ \$273,000	\$12,000	\$612,000
6	8%	\$139,000	\$546,000	\$273,000	\$6,000	\$547,000
7	8%	\$135,000	\$404,000	\$222,000	² \$2,000	\$380,000
8	5%	\$121,000	\$364,000	\$0	\$2,000	³ \$350,000
9	5%	\$55,000	\$229,000	\$0	\$0	\$251,000
10	3%	\$13,000	\$131,000	\$0	\$0	\$221,000
11	2%	\$8,000	\$93,000	\$0	\$0	\$60,000
12	1%	\$7,000	\$77,000	\$0	\$0	\$10,000

Steward gifts to support students and strengthen the University

The relationship between the donor and the University is one that is built on trust and integrity. Donors are investing their resources in the University and rely on the Shepherd University Foundation (SUF) to manage those resources in a way that will strengthen Shepherd over time. The SUF has demonstrated a remarkable ability for stewardship, meeting the challenges through the worst of times. The total assets of the SUF increased by 9.1 percent to \$24,788,319 during FY 2010. Additionally, an 8.9 percent increase in endowments over FY09 was achieved. Chart I illustrates the growth of endowments managed by the SUF.

Chart I: The value of endowments has increased by 30 percent over seven years.



New funds established during FY 2010 include:

- Nine named endowed scholarships
- Four named annually funded scholarships
- One named annually funded program

Despite the economic challenges of the past several years, through careful management of the support provided by our donors, Chart J shows that the total SUF support to the University has increased significantly.

Chart J: The support provided has increased by 69 percent since FY05.

YEAR		Scholarships & Awards	University Support	TOTAL SUPPORT
FY 2011	Budgeted	\$1,256,179	\$132,000	\$1,388,179
FY 2010	Paid Out	\$968,023	\$166,283	\$1,134,306
FY 2009	Paid Out	\$1,190,230	\$227,084	\$1,417,314
FY 2008	Paid Out	\$1,022,672	\$195,016	\$1,217,688
FY 2007	Paid Out	\$879,832	\$182,250	\$1,061,982
FY 2006	Paid Out	\$745,511	\$200,961	\$946,472
FY 2005	Paid Out	\$656,900	\$163,484	\$820,384

Areas of Emphasis for 2011:

Moving forward, the Advancement team will continue to build upon the essential programs that have been put into place over the last years. The outlook is positive in light of the fact that the year will be remembered as the culminating year of Shepherd's first, successful campaign.

The communications and outreach programs will have dual purposes: they must help us celebrate our success and garner recognition through this achievement while preparing the base of support for the University's next strategic initiatives.

Increased focus on the annual giving program is critical in the upcoming year as this program will take an important role in helping the University sustain the momentum created through the campaign. The additional support given to annual giving through the realignment of human resources is anticipated to improve results in both the annual giving and major gifts programs. Emphasis will be placed on implementing a moves management strategy that provides donors support as they increase the impact of their philanthropic contributions.

Finally, volunteers and donors must be carefully thanked for their role in the success of the campaign, their gifts must be carefully stewarded, and they must be supported as they find new roles for themselves in Shepherd's future.

QUARTERLY FINANCIAL MANAGEMENT REPORT

EXECUTIVE SUMMARY

Shepherd University's net assets at the close of the fourth quarter of fiscal year 2010 decreased 2.43 percent over the previous year. The operating costs for fiscal year 2010 exceeded those of the previous year by \$3.8 million for a number of reasons. The major sources of the increase are:

- Scholarships and fellowships increased because federal Pell grants and institutional financial aid increased (\$932,000). Federal and state revenues funded these increases. A portion of the increase in institutional support was utilized to partially offset the down turn in student loan availability.
- Merchandise for resale increased because bookstore sales and food costs increased (\$41,000). Food costs paid by Dining Services also increased (\$187,000). Additional sales funded these increases.
- Utilities expenses increased (\$297,000). These additional costs were funded by student fee and room charge increases.
- Additional depreciation expenses related to the Wellness Center and other capital additions were incurred (\$457,000). These costs were funded by an increase in the Wellness Center fee.
- Operating expenses for the new Wellness Center increased over the costs for the operations at Sara Cree Hall (\$738,000). These costs were funded by an increase in the Wellness Center fee.
- Contractual Services for marketing consultants increased (\$98,000). These costs were funded by student fee increases.
- Personal Services increases related to Strategic Plan priorities were incurred (\$391,000). These costs were funded by reallocation of existing resources.
- Academic Support expenses increased because federal funds for the operations of the Robert C. Byrd Center for Legislative Studies are temporarily being paid through the University rather than the CLS itself (\$292,000). These costs are funded by a federal grant which ends in fiscal year 2013.
- The Contractual Services paid by Dining Services increased because a consultant was paid to complete an expansion plan for the Dining Hall (\$95,000). This cost was paid from dining hall revenues.

As noted in previous reports, the Governor issued an executive order to reduce state appropriations by 3.4 percent which translates into a \$369,000 reduction for Shepherd. This amount is in addition to the \$353,000 reduction from fiscal year 2009 state appropriations. Federal stimulus funds were received in the fourth quarter to supplant both reductions. The University did not commit temporary stimulus funds from the original \$353,000 reduction to pay for permanent budget changes.

The Governor's fiscal year 2011 budget imposes a \$512,000 reduction from the original fiscal year 2009 appropriation. This reduction will be offset by temporary federal stimulus funds. It is anticipated that funding will be restored to fiscal year 2009 levels for fiscal year 2012. University staff will continue to monitor the State's economic status closely.

As forecasted in previous reports, the University's share of the OPEB liability increased \$2.9 million over the previous year.

The University will continue to monitor the status of the national economy and its impact on public higher education. Through the strategic planning process, key financial ratios will be monitored in order to minimize costs, create efficiencies and position the University to compete effectively in the current and future higher education market.

EXPLANATORY NOTES

Net Assets

Net assets at the close of the fourth quarter decreased \$2 million or 2.43 percent over fiscal year 2009. Excluding the \$2.9 million increase in the OPEB liability, net assets increased 1.05 percent or \$882,000.

Cash and Cash Equivalents: Cash and Cash Equivalents decreased \$469,000 over fiscal year 2009. About \$456,000 was paid for design of the second phase of the Center for Contemporary Arts. These cash payments will be reimbursed by funds from the West Virginia Higher Education Policy Commission (HEPC) bond issue. In addition, \$135,000 was expended for design work related to the WV Route 480 tunnel, and will be reimbursed by a federal grant. Cash payments in the amount of \$76,000 were made for summer capital projects that will be funded by fiscal year 2011 capital fees.

Grants and Contracts Receivable: Grants and Contracts Receivable decreased \$386,000. The receivable for the Medical Transformation grant decreased to \$1,000 as it is nearing completion.

Inventories: Inventories increased \$360,000 because shipments of used books for the fall were received during the last week of June rather than the first week of July as requested.

Restricted Cash and Cash Equivalents: Restricted Cash and Cash Equivalents decreased \$1 million as final payments for the construction of the Wellness Center were made.

Investments: Investments decreased \$449,000 because funds were expended for the Wellness Center construction during the past year. In addition, investments held in the 2003 bond reserve fund matured and qualified as cash equivalents because their term was shorter than the terms for previous investments.

Capital Assets: Capital Assets decreased \$520,000. Capital asset additions related to the completion of the Wellness Center and classroom building renovations were offset by depreciation expenses totaling \$5.5 million.

Operating Revenues

Total operating revenues were 1.2 percent more than the amount budgeted for fiscal year 2010.

Federal Grants and Contracts: Federal grants revenues were \$220,000 more than the budgeted amount because expenditures paid from institutional accounts related to the operations of the Byrd Center for Legislative studies increased over the previous year.

Other Operating Revenues: Other Operating Revenues exceeded the budgeted amount by \$118,000 because parking registration revenues, orientation guest fees, and Rambler Card revenues increased.

Nonoperating Revenues and Expenses

Investment Income: Investment income declined \$561,000 over the previous year. Interest revenues for funds held with the West Virginia Board of Investments decreased because interest rates declined. In addition, invested construction proceeds from the Wellness Center bonds were expended.

Shepherd University

Statement of Net Assets

As of June 30, 2010

(Dollars in Thousands)

	6/30/2010	6/30/2009	% Change
ASSETS			
Current assets:			
Cash and cash equivalents	17,747	18,216	-2.57%
Accounts receivable net	460	399	15.29%
Grants and contracts receivable, net	387	773	-49.94%
Due from the Commission	5	210	0.00%
Inventories	837	477	75.47%
Loans Receivable	83	74	12.16%
Other assets	0	0	0.00%
Total Current assets	19,519	20,149	-3.13%
Noncurrent assets:			
Restricted cash and cash equivalents	465	1,492	-68.83%
Investments	0	459	-100.00%
Loans receivable, net	513	491	4.48%
Capital assets net	120,776	120,256	0.43%
Other Noncurrent assets	894	932	-4.08%
Total Noncurrent assets	122,648	123,630	-0.79%
TOTAL ASSETS	142,167	143,779	-1.12%
LIABILITIES			
Current liabilities:			
Accounts payable	3,005	3,975	-24.40%
Accrued liabilities	1,755	1,509	16.30%
Other post employment benefits	3,796	893	325.08%
Due to the Commission	9	2	0.00%
Due to other State agencies	4	1	0.00%
Deferred revenue	795	1,017	-21.83%
Long-term liabilities - current portion	2,414	2,382	1.34%
Total Current liabilities	11,778	9,779	20.44%
Noncurrent liabilities:			
Advances from federal sponsors	589	567	3.88%
Deposits	196	186	5.38%
Compensated absences	395	424	-6.84%
Debt obligation due Commission	197	571	-65.50%
Leases Payable	301	378	-20.37%
Bonds Payable	47,627	48,770	-2.34%
Total Noncurrent liabilities	49,305	50,896	-3.13%
TOTAL LIABILITIES	61,083	60,675	0.67%
NET ASSETS	81,084	83,104	-2.43%
TOTAL LIABILITIES AND NET ASSETS	142,167	143,779	-1.12%

Shepherd University
For the Period from July 1, 2009 - June 30, 2010
Statement of Revenues Expenses and Other Changes

(Dollars in Thousands)

	Three Months Ended June 30, 2010	Three Months Ended June 30, 2009	Percent Change Three Months	Twelve Months Ended June 30, 2010	Twelve Months Ended June 30, 2009	Percent Change Twelve Months
OPERATING REVENUES						
Tuition and Fees	\$394	\$552	-28.6%	\$16,628	\$16,509	0.7%
Federal Grants and Contracts	173	129	34.1%	727	512	42.0%
State and Local Grants and Contracts	618	1,155	-46.5%	5,284	4,850	8.9%
Private Grants and Contracts	19	25	-24.0%	80	88	-9.1%
Sales and Services of Educational Activities	10	6	66.7%	45	57	-21.1%
Auxiliary Enterprises	844	428	97.2%	16,645	15,120	10.1%
Other Operating Revenues	146	52	180.8%	802	712	12.6%
TOTAL OPERATING REVENUES	2,204	2,347	-6.1%	40,211	37,848	6.2%
OPERATING EXPENSES						
Core Operating Expenses						
Primary Mission Costs						
Instruction	3,654	3,702	-1.3%	13,959	13,404	4.1%
Academic Support	997	869	14.7%	3,470	3,018	15.0%
Student Services	963	891	8.1%	3,943	3,692	6.8%
Scholarships & Fellowships	676	53	1175.5%	2,892	1,960	47.6%
Subtotal Primary Mission Costs	6,290	5,515	14.1%	24,264	22,074	9.9%
Other Core Operating Expenses						
Operations and Maintenance	1,396	1,357	2.9%	4,777	4,637	3.0%
Institutional Support	1,099	1,208	-9.0%	4,881	4,807	1.5%
Research	12	1		39	2	1850.0%
Public Service	163	888	-81.6%	1,288	1,686	-23.6%
Subtotal Other Core Operating Expenses	2,670	4,735	-43.6%	10,985	11,132	-1.3%
Total Core Operating Expenses	8,960	10,250	-12.6%	35,249	33,206	6.2%
Auxiliary Expenses	2,779	2,351	18.2%	13,157	11,858	11.0%
Depreciation Expense	1,386	1,360	1.9%	5,543	5,086	9.0%
Transfers and Other (Additions) Subtractions	75	68	10.3%	300	295	1.7%
TOTAL OPERATING EXPENSES	13,200	14,029	-5.9%	54,249	50,445	7.5%
NONOPERATING REVENUES AND EXPENSES						
State Appropriations	3,513	3,636	-3.4%	10,296	11,018	-6.6%
Nonoperating federal revenue	870	49	1675.5%	5,542	3,107	78.4%
Investment Income	6	(9)	-166.7%	73	634	-88.5%
Interest on capital asset related debt	(560)	(184)	204.3%	(2,310)	(1,879)	22.9%
Loss on disposal of equipment	(15)	(31)	-51.6%	(15)	(80)	-81.3%
Gifts	455	113	302.7%	775	868	-10.7%
Payments on behalf of Shepherd University	0	65	-100.0%	0	257	-100.0%
Fees assessed by the Commission for interest and reserves	(54)	0		(141)	(161)	-12.4%
Income Before Other Revenues, Expenses, Gains or Losses	(6,781)	(8,043)		182	1,167	
OTHER REVENUES, EXPENSES, GAINS OR LOSSES						
Capital Grants and Gifts	485	0		700	71	885.9%
Other Post Employment Benefits (OPEB) expense	(742)	(402)	184.6%	(2,902)	(804)	260.9%
Increase (Decrease) in Net Assets	(\$7,038)	(\$8,445)		(\$2,020)	\$434	

Shepherd University
For the Period from July 1, 2009 - June 30, 2010

(Dollars in Thousands)

Budget Analysis

	QUARTER				YEAR TO DATE			
	Actual	Budget	Dollar Variance	% Variance	Actual	Budget	Dollar Variance	% Variance
OPERATING REVENUES								
Tuition and Fees	\$394	\$554	(\$160)	-28.9%	\$16,628	\$16,565	\$63	0.4%
Federal Grants and Contracts	173	\$304	-\$131	-43.1%	\$727	507	220	43.4%
State and Local Grants and Contracts	618	\$1,276	-\$658	-51.6%	\$5,284	5,360	(76)	-1.4%
Private Grants and Contracts	19	\$20	-\$1	-5.0%	\$80	71	9	12.7%
Sales and Services of Educational Activities	10	\$6	\$4	66.7%	\$45	59	(14)	-23.7%
Auxiliary Enterprises	844	\$467	\$377	80.7%	\$16,645	16,486	159	1.0%
Other Operating Revenues	146	\$50	\$96	192.0%	\$802	684	118	17.3%
TOTAL OPERATING REVENUES	\$2,204	\$2,677	(\$473)	-17.7%	\$40,211	\$39,732	\$479	1.2%
OPERATING EXPENSES								
Core Operating Expenses								
Primary Mission Costs								
Instruction	\$3,654	\$3,888	-\$234	-6.0%	\$13,959	\$14,079	(\$120)	-0.9%
Academic Support	997	\$1,021	-\$24	-2.4%	3,470	3,546	(76)	-2.1%
Student Services	963	\$928	\$35	3.8%	3,943	3,845	98	2.5%
Scholarships & Fellowships	676	\$68	\$608	894.1%	2,892	2,529	363	14.4%
Subtotal Primary Mission Costs	\$6,290	\$5,905	\$385	6.5%	\$24,264	\$23,999	\$265	1.1%
Other Core Operating Expenses								
Operations and Maintenance	\$1,396	\$1,435	-\$39	-2.7%	\$4,777	\$4,902	(\$125)	-2.5%
Institutional Support	\$1,099	\$1,250	-\$151	-12.1%	4,881	4,975	(94)	-1.9%
Research	\$12	\$10	\$2	20.0%	39	41	(2)	-4.9%
Public Service	\$163	\$864	-\$701	-81.1%	1,288	1,641	(353)	-21.5%
Subtotal Other Core Operating Expenses	\$2,670	\$3,559	(\$889)	-25.0%	\$10,985	\$11,559	(\$574)	-5.0%
Total Core Operating Expenses	\$8,960	\$9,464	(\$504)		\$35,249	\$35,558	(\$309)	-0.9%
Auxiliary Expenses	\$2,779	\$2,623	\$156	5.9%	\$13,157	\$13,231	(\$74)	-0.6%
Depreciation Expense	\$1,386	\$1,481	-\$95	-6.4%	\$5,543	\$5,540	\$3	0.1%
Transfers and Other (Additions) Subtractions	\$75	\$75	\$0	0.0%	\$300	\$300	\$0	0.0%
TOTAL OPERATING EXPENSES	\$13,200	\$13,643	(\$443)	-3.2%	\$54,249	\$54,629	(\$380)	-0.7%
NONOPERATING REVENUES AND EXPENSES								
State Appropriations	\$3,513	\$3,400	\$113	3.3%	\$10,296	\$10,296	\$0	0.0%
Nonoperating federal revenue	\$870	\$82	\$788	961.0%	\$5,542	\$5,893	(\$351)	-6.0%
Investment Income	6	\$93	-\$87	-93.5%	\$73	372	(299)	-80.4%
Loss on disposal of equipment	(15)	\$0	-\$15	100.0%	(\$15)	0	(15)	100.0%
Gifts	455	\$96	\$359	374.0%	\$775	736	39	5.3%
Payments on behalf of Shepherd University	0	0	\$0	0.0%	\$0	0	0	0.0%
Interest on capital asset related debt	(614)	(\$563)	-\$51	9.1%	(\$2,451)	(2,400)	(51)	2.1%
Income Before Other Revenues, Expenses, Gains or Losses	(6,781)	(7,858)	1,077	-13.7%	182	0	182	
OTHER REVENUES, EXPENSES, GAINS OR LOSSES								
Capital Grants and Gifts	\$485	\$0	\$485	100.0%	\$700	\$700	\$0	100.0%
Other Post Employment Benefits (OPEB) expense	(742)	(\$720)	-\$22	3.1%	(\$2,902)	(2,880)	(22)	0.8%
Increase (Decrease) in Net Assets	(\$7,038)	(\$8,578)	\$1,540		(\$2,020)	(\$2,180)	\$160	-7.3%

Shepherd University

Ratios

As of June 30, 2010

	FY 2010		FY 2009		Indication	Explanation
	Data	Ratio	Data	Ratio		
Market Demand						
Net Tuition per Student (\$)						
Sum of:						
Gross tuition and fees revenue	25,079		23,456			The increase in tuition and fee revenues is positive. An increase in scholarships is also positive.
Less scholarship discount and allowances	-8,451		-6,947			
Less scholarship expense	-2,892		-1,960			
Total FTEs	3,721	\$ 3,692	3,569	\$ 4,076	Positive	
State Appropriation per student (\$)						
State appropriations	10,296		11,018			The decrease in state support per student is negative
Total FTEs	3,721	\$ 2,767	3,569	\$ 3,087	Negative	
Educational expense per student (\$)						
Total operating expenses	54,249		50,445			An increase in expense per student is positive because we do not spend enough in comparison to our peers.
Total FTEs	3,721	\$ 14,580	3,569	\$ 14,134	Positive	
Total Tuition Discount (%)						
The sum of:						
Scholarship discount and allowance	8,451		6,947			An increase in financial aid to students is positive.
Plus scholarship expense	2,892		1,960			
Gross tuition and fees revenue	25,079	45.23%	23,456	37.97%	Positive	
Capital						
Direct debt per student (\$)						
Direct debt	49,750		51,356			A decrease in debt per student is positive.
Divided by Total FTEs	3,721	\$ 13,371	3,569	\$ 14,389	Positive	
Direct debt to cash flow (x)						
The sum of:						
Direct debt	49,750		51,356			
The sum of:						
Operating surplus (deficit)	182		1,167			A decrease in direct debt to cash flow is positive.
Plus depreciation expense	5,543		5,086			
Plus interest expense	2,451	6.08	2,040	6.19	Positive	

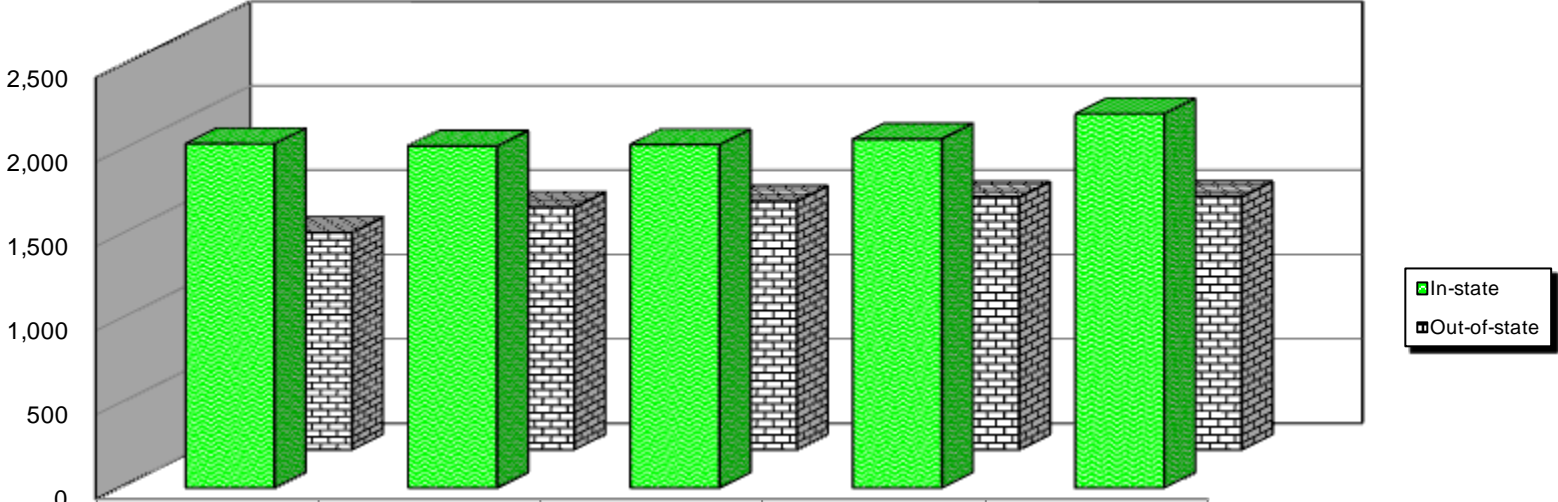
Shepherd University

Ratios

As of June 30, 2010

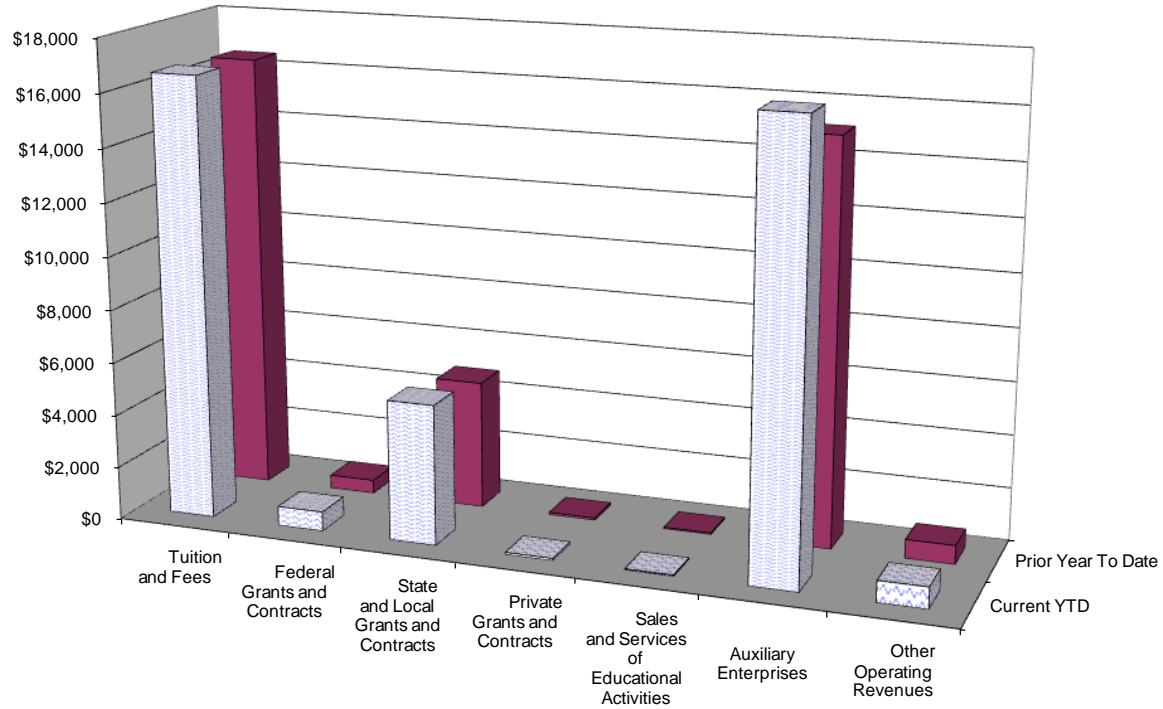
	FY 2010		FY 2009		Indication	Explanation
	Data	Ratio	Data	Ratio		
Direct debt to capitalization (x)						
Direct debt	49,750		51,356			
The sum of:						
Total net assets	81,084		83,104			A decrease in direct debt to capitalization
Plus direct debt	49,750	0.380	51,356	0.382	Positive	is positive.
Actual debt service to operations (%)						
Actual annual debt service	4,087		3,932			A decrease in debt service to operations
Total operating expenses	54,249	7.53%	50,445	7.79%	Positive	is positive.
Capital expense to operations (%)						
The sum of:						
Depreciation expense	5,543		5,086			
Plus Interest expense	2,451		2,040			An increase in capital expense to
Total operating expenses	54,249	14.74%	50,445	14.13%	Negative	operations is negative.
Operating Ratios						
Operating margin (%)						
Operating surplus (deficit)	182		1,167			A decrease in the operating margin
Total operating revenue	50,507	0.36%	48,866	2.39%	Negative	is negative.
Actual debt service coverage (x)						
The sum of:						
Operating surplus (deficit)	182		1,167			
Plus depreciation expense	5,543		5,086			
Plus interest expense	2,451		2,040			A decrease in debt service coverage
Total principal and interest payments	4,087	2.00	3,932	2.11	Negative	is negative.
Average peak debt service coverage (x)						
Three year average:						
Sum of:						
Operating surplus (deficit)	182		1,167			
Depreciation expense	5,543		5,086			
Plus interest expense	2,451		2,040			A decrease in peak debt service coverage
Peak principal and interest payments	4,338	1.88	4,173	1.99	Negative	is negative.
Return on net assets (%)						
(Increase) decrease in net assets	-2,020		434			
Divided by average total net assets (the sum of beginning and ending net assets divided by 2)	82,094	-2.46%	82,887	0.52%	Negative	A decrease in return on net assets is negative.

**FTE ENROLLMENT
Five Year History
Level and Residency**



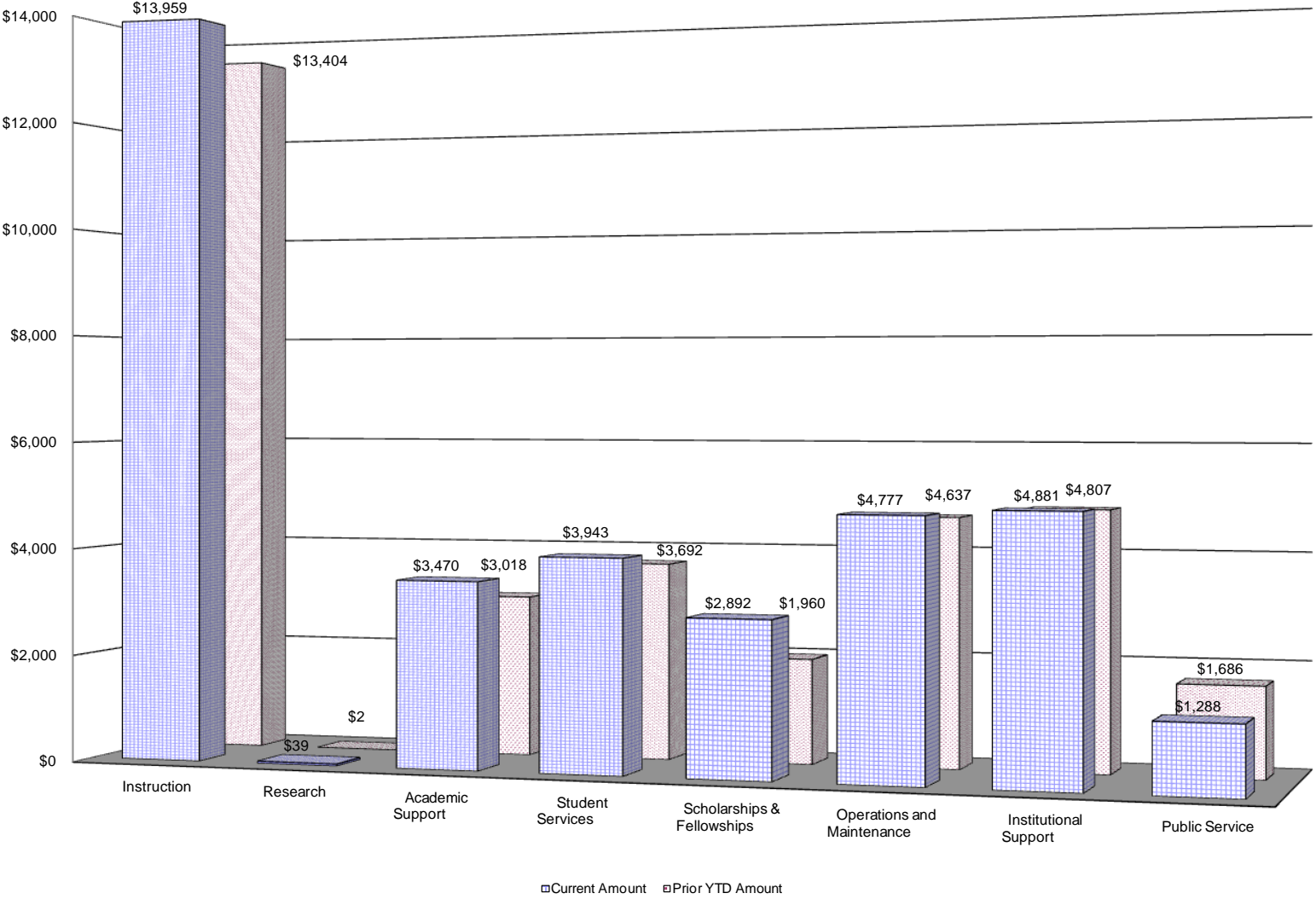
	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009
■ In-state	2,041	2,028	2,036	2,070	2,219
 Out-of-state	1,289	1,439	1,476	1,499	1,502

Operating Revenues Current vs. Prior Year (Dollars in Thousands)

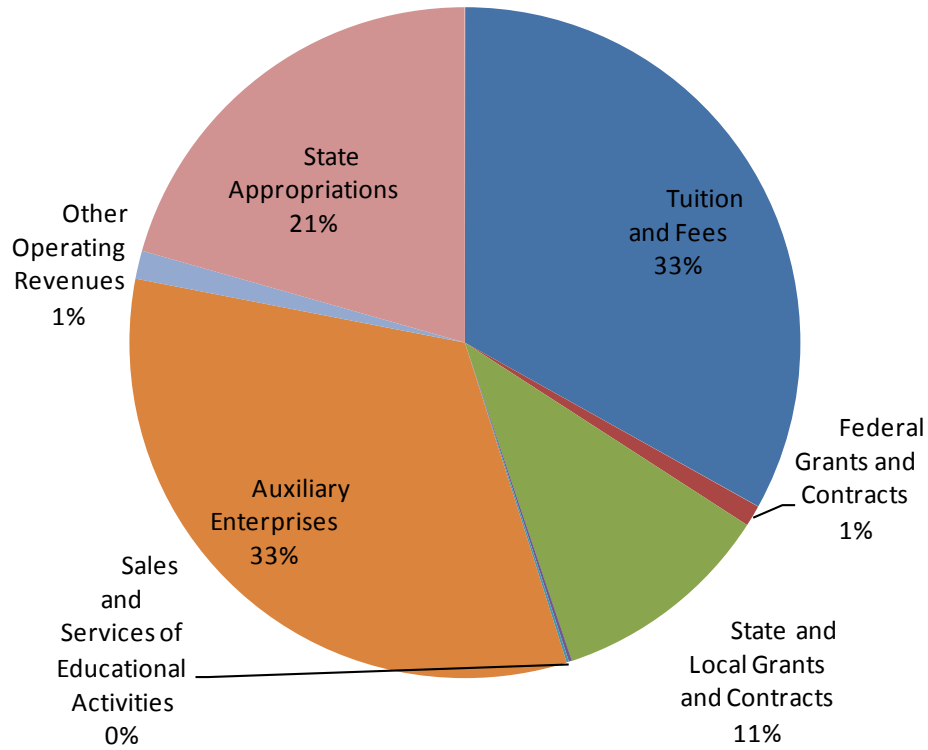


	Tuition and Fees	Federal Grants and Contracts	State and Local Grants and Contracts	Private Grants and Contracts	Sales and Services of Educational Activities	Auxiliary Enterprises	Other Operating Revenues
□ Current YTD	\$16,628	727	5,284	80	45	16,645	802
■ Prior Year To Date	\$16,509	512	4,850	88	57	15,120	712

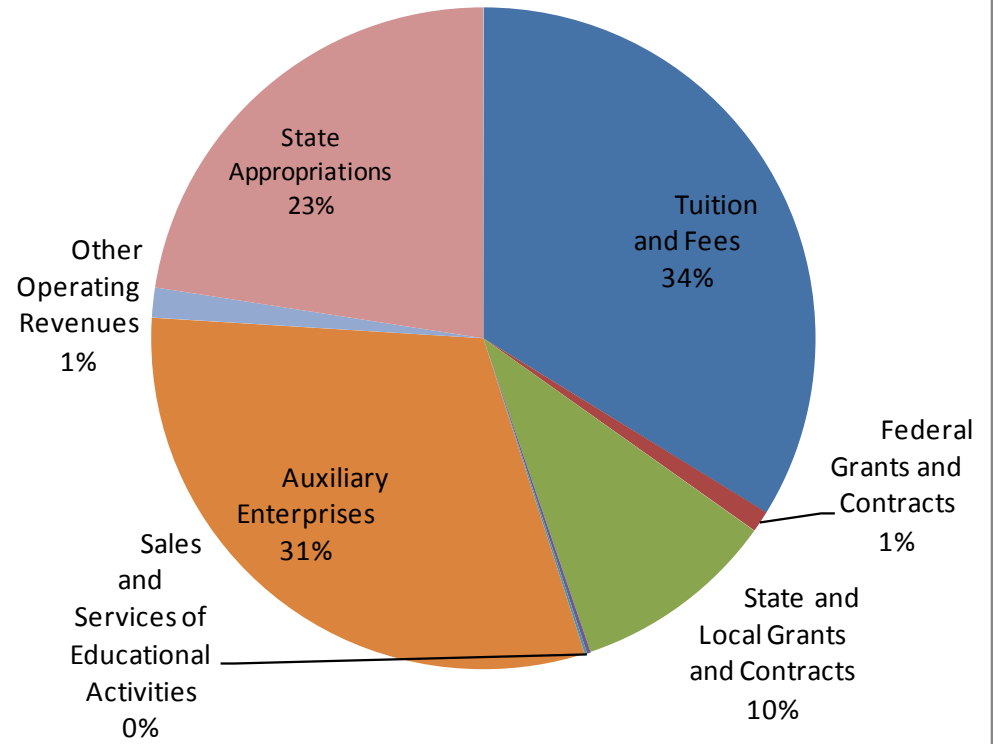
Core Operating Expenditures Current vs. Prior Year



Current Fiscal Year Operating Revenues



Prior Fiscal Year Operating Revenues



SALARY INCREASES AND TEMPORARY ENHANCEMENTS

The State of West Virginia continues to face steep budget challenges in weathering the long-term impact of the nation's economic recession. The State did, however, finish the year with a \$90 million surplus after implementing more than \$100 million in mid-year budget rescissions. Projections currently show continuing gaps between revenue and expenses for several more years.

This year there were again no appropriations for salary increases for state employees and school personnel. The qualitative review of any proposals to create new, full-time staff positions continues. The state agencies have been advised that discretionary salary increases for employees are still not permitted except in special circumstances.

At Shepherd, we have again implemented the 10 percent salary increase for faculty who were awarded promotion in rank, as provided for by law. Ten faculty members received promotion in rank this year. The University has also implemented salary increases for any classified employee who is promoted or whose job position is upgraded to a higher pay grade due to a change in duties.

Although the Board adopted an amended salary chart for classified employees two years ago, payments beyond the official, statutory chart are deemed to be discretionary. The Governor's Office and other political leadership in the State have accepted that funding of that statutory chart is deemed to be a non-discretionary salary increase. It is recommended that the University take the limited step of maintaining full funding of the statutory salary schedule for the classified employees. Among classified staff eligible for a pay step increase, the aggregate of their step increases will amount to a 2.3 percent improvement.

For all other employees, the higher education institutions have been advised that salary enhancements, on a one-time, temporary basis, will be permitted, but permanent salary increases will not. The Shepherd University Board of Governors Salary Policy expressly states that it:

governs the periodic institutional decisions to provide **institution-wide salary increases** and does not regulate or restrict the President's authority to adjust the salary of an individual employee at the President's discretion. (emphasis added)

Salary enhancements are distinct from salary increases. Salary increases are a permanent increase in the base salary and annual budget. Enhancements are temporary and have a distinct expiration date associated with them. Because of the temporary nature of the enhancements, the Salary Policy provisions are not controlling. It is recommended that faculty, all classified staff with more than 15 years of experience, and non-classified staff receive an across-the-board salary enhancement of 2.3 percent of base salary. It is recommended that these enhancements be provided to all such employees other than new employees beginning service on or after July 1, 2010, and that the enhancements expire June 30, 2011.

It is recommended that all of these salary increases and salary enhancements be effective October 1, 2010. Staff and faculty representative bodies have been consulted about these plans and support the process described above.

The classified staff increases will cost approximately \$70,000 in the base budget. The remaining salary enhancements will cost approximately \$325,000 in the current budget year.

The following resolution is recommended for adoption by the Board:

RESOLVED, That the Shepherd University Board of Governors directs the University President to provide statutory pay step salary increases to classified employees averaging 2.3 percent and to provide a 2.3 percent salary enhancement for all faculty and non-classified staff whose employment at Shepherd pre-dates June 30, 2010, and a 2.3 percent salary enhancement for all classified staff with more than 15 years of experience. The Board further directs that these increases and enhancements shall be implemented October 1, 2010, or as soon thereafter as is reasonably achievable, and that the enhancements shall expire June 30, 2011, unless otherwise subsequently provided for by this Board.

Shepherd University Board of Governors
September 9, 2010
Presentation Agenda Item No. 1

TUITION AND FEE WAIVER REPORT

Annually, a report on the numbers and distribution of tuition and fee waivers is required to be reported to the Shepherd University Board of Governors. The report for tuition waivers for the 2009-2010 academic year is contained below.

Ms. Sandra Oerly-Bennett, Director of Financial Aid, will be at the meeting to answer any questions members may have regarding this report.

2009-2010 Institutional Waivers and Scholarships

Undergraduate

Waivers	\$1,991,468
Institutional Scholarships	<u>\$1,055,262</u>
<i>Total</i>	\$3,046,730

Graduate

Waivers	\$37,593
Institutional Scholarships	<u>\$75,211</u>
<i>Total</i>	\$112,804

Undergraduate & Graduate Financial Aid

	<u>07-08</u>	<u>08-09</u>	<u>Difference</u>	<u>09-10</u>	<u>Difference</u>
Federal	\$15,725,040	\$18,942,700	\$3,217,660	\$23,605,600	\$4,662,900
State	\$2,822,681	\$2,994,598	\$171,917	\$3,525,794	\$531,196
Institutional					
Waivers	\$1,624,098	\$1,808,393	\$184,295	\$2,029,061	\$220,668
Scholarships	\$971,690	\$1,130,172	\$158,482	\$1,130,473	\$301
Private	\$4,318,848	\$3,778,972	\$(539,876)	\$2,634,263	\$(1,144,709)

2009-10 Undergraduate Waiver Breakdown

	Waivers Utilized	# of Students	Total Dollars Waived
Academic Department Waivers			
School of Arts & Humanities			
Art	2.00	7	11,496
English	0.50	1	6,264
Mass Communications	1.75	3	16,967
History	1	1	12,526
School of Business & Social Sciences			
Accounting	0.88	3	10,962
Economics	2.00	2	16,712
Political Science	1	1	12,526
Social Work	2.75	4	32,362
School of Education & Professional Studies			
Education			
Nursing Education	0.75	2	8,612
Recreation	2.25	5	15,678
School of Natural Sciences & Mathematics			
Biology			
Chemistry	1	1	12,526
Computer Sciences, Math & Engineering	1.75	3	19,835
Subtotal	17.63	33	176,466
Admissions Waivers			
Presidential	1.25	5	14,876
Shepherd	8.25	29	39,366
James Rumsey	2.75	6	32,366
Admissions Waivers - No Need	25	87	180,687
Admissions Waivers - Financial Need	18.5	71	151,620
Subtotal	55.75	198	\$ 418,915
Athletic Waivers			
Baseball	4	9	43,852
Basketball, Men's	10	11	125,260
Basketball, Women's	10	12	121,092
Football	30	58	375,812
Soccer, Men's	2	8	22,970
Soccer, Women's	2	5	25,056
Softball	4	8	48,024
Tennis, Men's	0.59	2	4,539
Tennis, Women's	0.5	1	6,263
Volleyball	5	9	58,462
Subtotal	68.09	123	\$ 831,330
Special Departments			
Art	8	13	48,602
Honors	5	9	62,632
Multi-Cultural	16	28	155,600
Music	15	35	187,895
Subtotal	44	85	\$ 454,729
Other			
Health, Science & Technology Academy	3	3	12,558
Staff	7.2	22	44,057
Dep/Spouse	4.2	14	20,394
Yellow Ribbon	2.13	14	26,740
Subtotal	16.45	53	\$ 103,749
TOTAL	201.92	492	\$ 1,985,189
Mandated			
Foster Care	1.5	3	\$ 6,279

2009-2010 Undergraduate Waiver Statistics

	Count	%	Total	%
Gender				
Female	272	54.95%	935,276	46.96%
Male	223	45.05%	1,056,192	53.04%
	495	100.00%	\$ 1,991,468	100.00%
Residency				
Common Market	24	4.85%	38,034	1.91%
Dual Admission	7	1.41%	23,485	1.18%
In State	156	31.52%	220,423	11.07%
Out of State	308	62.22%	1,709,526	85.84%
	495	100.00%	\$ 1,991,468	100.00%
Student Type				
Continuing	300	60.61%	1,326,821	66.63%
New	181	36.57%	635,709	31.92%
Special (employees)	14	2.83%	28,938	1.45%
	495	100.00%	\$ 1,991,468	100.00%
TOTAL	495	100.00%	\$ 1,991,468	100.00%

2009-2010 Graduate Waiver Breakdown

	Hours Waived	# of Students	Total Dollars Waived	%
Graduate Staff Waivers, Shepherd	69	8	\$ 26,157.00	69.6%
Graduate Waivers, BRCTC Employees	15	3	\$ 4,575.00	12.2%
Graduate Student Waivers	21	11	\$ 6,861.00	18.3%
TOTAL	105	22	\$ 37,593.00	100.0%
* Full waiver = 18 hours; therefore, 5.83 waivers were utilized				

2009-10 Graduate Waiver Statistics

	Count	%	Total	%
Gender				
Male	7	31.8%	\$ 8,788.00	23.4%
Female	15	68.2%	\$ 28,805.00	76.6%
Residency				
In State	12	54.5%	\$ 17,690.00	47.1%
Out of State	10	45.5%	\$ 19,903.00	52.9%
Student Type				
Continuing Graduate	11	50.0%	\$ 26,541.00	70.6%
New Graduate	11	50.0%	\$ 11,052.00	29.4%
TOTAL	22	100.0%	\$ 37,593.00	100.0%

PRESIDENT'S REPORT

Progress Along Shepherd's Pathway

Opening of the 2010-2011 Academic Year

Classes began Monday, August 16th and the campus is bustling with the vibrancy and excitement that only the students can bring! With the beginning of the new academic year, plans are being established for the year ahead. During the Board of Governors meeting, President Shipley will provide an overview of the current state of the University and plans for the academic year. A preliminary snapshot of the fall 2010 enrollment, the forecast for state support, progress on the strategic plan, and an overview of key projects and initiatives will be reviewed. Shepherd's future progress is dependent upon the availability of funding, some of which will result from cost-saving measures. The American Council of Trustees and Alumni Institute for Effective Governance has published a guide called "Cutting Costs: A Trustee's Guide to Tough Economic Times," and a copy is included in the agenda materials.

Academic Affairs

TRIO Grant

Shepherd University, through the Center for Teaching and Learning, has been awarded a \$1.1 million, five-year renewable grant from the U.S. Department of Education's Student Support Services TRIO program. TRIO grants are awarded to institutions of higher education to provide opportunities for academic development, assist students with basic college requirements, and motivate students toward the successful completion of their postsecondary education. The goal of the program is to increase the college retention and graduation rates of participating institutions.

Campus Life

Registration, Advisement and Orientation

More than 1,200 new students attended seven advisement and registration sessions held between mid-June and the week before classes started. Many of these students were joined by their parents, who were provided a parent program that paralleled the information provided to the incoming students. Freshman and transfer students met with faculty advisors to register for classes, and were provided an introduction to the many aspects of campus life, including academic support programs, health, counseling and disability services, service learning, information technology, and financial aid. Incoming freshmen attended a two-day program while a one-day program was provided to transfer students.

Annual Day of Service

Shepherd's Annual Day of Service celebrated its 10th year with 200 first-year students, 25 upperclassmen, and 20 staff members volunteering at 25 non-profit agencies in two counties. Participants in the Day of Service were joined by student-athletes to assist with Move-In Day for first-year students.

Multicultural Grant

The Office of Multicultural Affairs was recently awarded a \$10,000 grant from the West Virginia Higher Education Policy Commission (HEPC). The grant will fund multicultural programming occurring throughout the academic year.

Enrollment Management

Eastern Panhandle College Fair

The Eastern Panhandle College Fair will be held in the Wellness Center on Monday, September 27th from 6:30 to 8:30 p.m., and on Tuesday, September 28th from 9 a.m. to 12:30 p.m.

Approximately 1,400 students and parents attended last year. Students from six public high schools and several private schools in the immediate area are expected again this year. Most schools will provide transportation for students to the fair on Tuesday morning, and the general public will be encouraged to attend the Monday evening session.

College Prep Conference

The College Prep Conference, open to all high school students in the region, provides college bound students with information regarding financial aid, SAT and ACT testing, and the admissions process. For the third year, Shepherd is a conference co-sponsor and will host the event Saturday, October 9th from 9 a.m. to 2:30 p.m. in the Erma Ora Byrd Building.

Staffing

New Faculty and Staff

With the beginning of the 2010-2011 academic year, Shepherd is welcoming several new faculty and staff members to the campus community. A total of 14 have been added to the faculty ranks, with five of those holding new faculty lines, illustrating the progress the University is making towards its goal of increasing the numbers of full-time faculty. The new faculty and staff, position title, along with previous employer and position title is included below:

- Dr. Kurtis Adams, Assistant Professor of Music. Visiting Professor of Jazz Studies, Boise State University.
- Dr. Sean Buckreis, Visiting Assistant Professor of Education. University Education Instructor and Graduate Assistant, Louisiana State University.
- Ms. Paula Donohue, Visiting Assistant Professor of Nursing Education. Adjunct Faculty, Shepherd University and Palm Beach Community College.
- Dr. Caroline Glackin, Assistant Professor of Business Administration. Visiting Professor, Delaware State University.
- Ms. Emily Gross, Director of Academic Support Service. Coordinator of Disability Support Services, Christopher Newport University.
- Dr. Carrie Messenger, Assistant Professor of English. Visiting Instructor, DePaul University and Loyola University.
- Dr. Adam Parks, Assistant Professor of Biology. Teaching Assistant and Graduate Research Assistant, Laboratory of Joseph Peters at Cornell University.

- Dr. Lisa Park-Gehrke, Assistant Professor of Chemistry. Adjunct Faculty, Seattle Central Community College.
- Mr. BJ Pumroy, Director of Athletics. Director of Athletics, Valley City State.
- Dr. Jacob Stump, Assistant Professor of Political Science. Instructor, School of International Service at American University.
- Ms. Yanhong Wang, Lecturer/Assistant Librarian-Coordinator of Systems. Volunteer and Intern, Steward Memorial Library, Coe College.
- Mr. Casey Weitzel, Men's Assistant Basketball Coach. Graduate Assistant Coach, West Virginia University.
- Ms. Antoinette West, Women's Assistant Coach/HPERS Lecturer. Head Women's Basketball Coach, California State University East Bay.
- Dr. William Zimmer, Assistant Professor of Business Administration. Adjunct Professor, University of Maryland.

Professional Development

Shepherd University administrators continue to be active in professional development and leadership efforts outside of the institution.

- Director of Financial Aid, Sandra Oerly-Bennett, was appointed by the West Virginia Higher Education Policy Commission to the Higher Education Student Financial Aid Advisory Board for a three-year term. The state legislature reconstituted the advisory board during the 2009 regular session to provide financial aid expertise and policy guidance on federal, state, and private student financial aid resources and programs.
- For his "Off-Campus Learning Experience" as a 2010-2011 ACE Fellow, Dr. Russell Porter, Dean of Graduate Studies and Continuing Education, is spending the fall semester at the College of William and Mary, the second oldest college in the country. During this placement, he is being mentored by a team of experienced administrators.
- Helena Cole, Retention Specialist, Shannon Zimmerman, Associate Director of Admissions, and Mary Beth Walling, Veteran Services Coordinator, attended the West Virginia Higher Education Policy Commission's symposium on veterans returning to college. Information was provided regarding the potentially unique financial, psychological, academic and social needs of returning student veterans.
- Dr. Richard Helldobler, Vice President for Academic Affairs, has been selected to serve as a Peer Reviewer for The Higher Learning Commission of the North Central Association of College and Schools.

Athletics

Student-Athletes

Shepherd's student-athletes continue to receive accolades for their combined efforts both in the classroom and on the playing field. Division II Athletics Directors Association (DII ADDA) named 16 Shepherd student-athletes as 2009-2010 recipients of the DII ADDA Academic Achievement Awards presented by WeatherPORT, recognizing academic accomplishments of Division II student-athletes. To receive the honor, a student-athlete must have a cumulative grade point average of 3.5 or higher on a 4.0 scale, have attended a minimum of two years (four

semesters) of college level work, and have been an active member of an intercollegiate team during the previous academic year.

The West Virginia Intercollegiate Athletic Conference (WVIAC) named 25 Shepherd student-athletes to the 2009-2010 WVIAC Commissioner's Honor Roll. Qualifying student-athletes are juniors or seniors with a 3.3 or higher cumulative GPA at the conclusion of the sport season.

Brian Collins, a senior third baseman and elementary education major with a 3.79 GPA, was named to the 2010 *ESPN The Magazine* Academic All-America® Baseball Team as a third team selection. Competition for the award includes all NCAA Division II, NCAA Division III, and NAIA schools.

Ram Chalk Talk Lunch Series

New for this fall's football season is the Ram Chalk Talk Luncheon Series. Held the five Fridays before home football games, BJ Pumroy, Director of Athletics, and Monte Cater, Head Football Coach, will be joined by head coaches and student athletes from other fall sports for a preview of the game. The 2010 football season will include six of the 10 regular games televised.

Capital Projects

Center for Contemporary Arts

Design development of the building is complete and being reviewed for approval. Construction documents and specifications development is the next phase and will take several months to complete. A town meeting was held August 23rd to present the design plans to Shepherdstown residents.

Shindler House

Work has begun to repair the back porch and steps of the Shindler House located on German Street and housing the George Tyler Moore Center for the Study of the Civil War. The initial demolition work revealed several previously unknown structural problems that will add to the scope of work. Work will now include the replacement of the structural framing members supporting the porch; several brick areas replaced or re-pointed; gutters and down spouts repaired and re-directed to the street; all decking replaced as well as the steps leading up to the porch. The project is expected to be complete by September 15.

Completed Renovations

Faculty, staff and students returned to a renovated White Hall, with new HVAC, classroom technology and furnishings. The project, except for some miscellaneous punch list items, is complete.

Installation of HVAC and fire alarm systems and renovation of individual office in the Frank Center has been completed, as has the renovation of Stutzman Slonaker rooms 210 and 102 that creates three offices, a conference room, and a food lab. The lab is still awaiting delivery of some equipment.

The building-wide replacement of all original doors and hardware in Gardiner Hall has been completed.

McMurran and Reynolds Halls

Installation of a new boiler for McMurran and Reynolds halls is set to begin in September and be complete by mid-October.

Board of Governors Meeting Dates

November 11, 2010

February 24, 2011

April 21, 2011

June 9, 2011

Upcoming Events

Saturday, September 11

Ram Gridiron Tailgate

Thursday, September 16

Sixth Annual Tom E. Moses Memorial Constitution Day Lecture, Shoba Sivaprasad Wadhia, Director of Center for Immigrants' Rights at the Penn State Law School, "Immigration Law and Policy After 9/11 and Prospects for Reform," Robert C. Byrd Center for Legislative Studies Auditorium. Discussion and reception will follow.

Friday, September 17-Saturday, September 18

Hall of Fame Induction Weekend

Monday, September 27

Screening of Bruce Willis Film "In Country," Reynolds Hall. Discussion by Dr. David Hostetter to follow.

Wednesday, October 13-Saturday, October 16

Homecoming Events

Friday, October 15

2010 Founders Day

For other events, event locations and times, please check our home page calendar

<http://www.shepherd.edu/planweb/events/>