

MISSOURI SOUTHERN STATE UNIVERSITY
Board of Governors Minutes
November 11, 2022
Billingsly Student Center
Room 310

The November 11, 2022, meeting of the Missouri Southern State University Board of Governors was called to order by Chairwoman Anita Oplotnik. Governors in attendance were T. Mark Elliott, Bill Gipson, Carlos Haley, Alison Hershewe, Mariann Morgan, Anita Oplotnik, Ron Richard, and Dr. Rosenberg.

Others in attendance were Ashley Brownfield, John Hammons, Bethany Kendrick, Dr. David Locher, Rob Mallory, Dr. Brad Hodson, Dr. Lisa Toms, Dr. Dean Van Galen, Dr. Shellie Hewitt, Linda Eis, Marcel John, and Jeanie Nice.

ANNOUNCEMENTS

Chairwoman Oplotnik called the meeting to order at 1:00 p.m. and welcomed everyone. With it being Veteran's Day, Governor Oplotnik asked if there were any veterans in the room. Shellie Hewitt was recognized and thanked for her service as a veteran. Governor Oplotnik also stated that at 1:11 pm a moment of silence will be observed.

MINUTES

Chairwoman Oplotnik asked if there were any additions or corrections to the minutes of the September 9, 2022 Board meeting; none were noted.

A motion was made by Carlos Haley and seconded by Bill Gipson to approve minutes of the September 9, 2022 Board meeting as submitted. Motion passed unanimously. (Minutes are archived in the permanent record book).

President (Dr. Dean Van Galen):

Note: Highlights of Dr. Van Galen's report are as follows. Additional information can be found in a handout distributed to the Board that is attached to the minutes in the permanent record book.

Richard M. Webster Medallion

The Richard M. Webster medallion was presented to former state representative Robert Warden on October 24th. Mr. Warden played a key role in moving our institution from a junior college to a four-year institution. Governors Elliott and Richards were thanked for their support in honoring Mr. Warden.

Missouri Higher Education

At the September 14th meeting of Missouri Coordinating Board for Higher Education, the board recommended a 7% core funding increase for next fiscal year. They also requested support for the MOExcells projects submitted from all the campuses around the state. If the CBHE recommendations are realized in the state budget, we would receive a significant core funding increase, as well as financial support for a Center for Applied Data Analytics that we had proposed as an MOExcel project. The budget process is a lengthy one and we will not know the outcome until June of next year.

One outcome of last year's legislative session was a requirement to conduct a study of potential higher

education funding models and to identify ideas for potential changes and efficiencies. MDHEWD has been charged with coordinating the effort and they have selected NCHEMS to conduct the study. NCHEMS has done similar work in Virginia and is now developing the process for Missouri.

As we do every year, we will be hosting our local legislative delegation on campus to provide them an update on the university, gain their perspectives, and discuss the university's legislative priorities for next year.

New Tradition

On Friday, December 9th, Missouri Southern will host *Holiday Happenings* for the Joplin area community and MSSU students, faculty, and staff. *Holiday Happenings* will include a Holiday Makers Market, tours of the campus alumni mansion, a tree lighting ceremony, and carols on the Oval by area school choirs and the MSSU Choir. The board and their families are personally invited to participate in the event.

BOG Engagement opportunities

Board members were provided with a list of engagement opportunities. Highlights included International Student Thanksgiving dinner on November 20th and Commencement Ceremony on Saturday, December 17th at 10:00 am.

T. Mark Elliott thanked Dr. Van Galen for recognizing Bob Warden with the Richard M. Webster Medallion. His recognition was long overdue.

A news clip of the virtual reality nursing ribbon cutting was shown.

At 1:11 pm, a 2-minute pause was taken to remember our veterans.

Audit Update (Linda Eis)

FORVIS, the company who conducted the audit for FY22, met with the audit committee earlier this morning. The representatives from FORVIS were introduced. Ryan Sivill presented a highlight of the results of the annual audit. The university received a clean run on the results of their financial statements, meaning that results are free of errors. No significant journal adjustment entries were made. Mr. Sivill also provided a report on the two major federal programs audited; student financial aid and HEERF funds. Both audits went very well. There was an opportunity for improvement for the student financial aid program which has been implemented, and they noticed one reporting item related to the HEERF program that the university has since corrected. These items had no impact on amount spent or amounts drawn, no impact on students or university, and no impact on the financial statements. The university was required to adopt a new accounting standard this year related to leases. This requirement brought all leases onto the financial statement. That was not an insignificant undertaking and was the largest financial change the university has had in a long time. Overall, no material weaknesses or issues with internal controls were found in the audit process.

Executive Vice President (Dr. Brad Hodson):

Note: Highlights of Dr. Hodson's report are as follows. Additional information can be found in a handout distributed to the Board that is attached to the minutes in the permanent record book.

TPAC

Taylor Performing Art Center renovation is largely on schedule. Seats will be installed the week after Thanksgiving with finishing touches being completed in time for our first production

in the Spring. The space is a brighter and more modern space than a year ago. New seating capacity is down from 2200 to just short of 2000. The new seats are wider and there is more space between the rows of seats.

Campaign Commitment

Work is being done to garner commitments from the five leadership groups across campus: Board of Governors, Foundation Board, President's Cabinet, Academic Deans and Development Staff. Of the 62 individuals making up that group, we are down to seven individuals that we are working to wrap up those commitment to the campaign to have 100% participation in the *Lion Forward* fundraising campaign.

Annual Scholarship

Last week we had our annual scholarship reception in Young Gym. We had 150 donors and 250 scholarship recipient students in the meeting. The families of Officer Reed and Officer Cooper (Joplin police officers who were killed recently) and their scholarship recipients had a brief presentation. A great evening to celebrate the power of charitable giving thru scholarships.

Provost and Vice President for Academic Affairs (Dr. Lisa Toms):

Note: Highlights of Dr. Toms report are as follows. Additional information can be found in a handout distributed to the Board that is attached to the minutes in the permanent record book.

Recruiting Partnering Events

The High School Art Day is sponsored by the Department of Art and Design annually. This year 96 students from eight regional high schools attended and participated in workshops that were project driven and hands-on.

Several Discovery Day events have allowed our academic departments to partner across disciplines and with Admissions to bring students to campus who are interested in specific majors. The Criminal Justice and STEM days were very successful, with over 200 students attending. The Teacher Ed Discovery Day brought 80 students to campus.

Rather than a Discovery Day, the Plaster School of Business hosted the Business Gateway competition that brought over 350 students to campus for competitive events and workshops. The Plaster Business Advisory Council supported the event by providing financial support and by serving as judges. The event was featured on Four States Live, KOAM, and KSNF/KODE.

MSSU, with direction by Dr. Sherry Whiteman, hosted the Missouri Health Equity Collaborative in October. This event brought health care providers, health science programs from colleges and universities, and high school students to one location. The students were able to see what different career paths in health care – such as respiratory therapy or radiology – would be like. Over 700 individuals attended this event.

Research and Service

The 49th Annual Kansas Herpetological Society Conference was hosted by Dr. David Penning on the campus with record attendance of 160 present for the conference. Five of Dr. Penning's students made presentations and were the only undergraduate students to present.

Dr. Megan Bever has authored the book "AT WAR WITH KING ALCOHOL: DEBATING DRINKING AND MASCULINITY IN THE CIVIL WAR". On October 19 she gave a book talk in Spiva Library.

At the Academy of Dietetics and Nutrition, Food and Nutrition Expo, Dr. Andrea Cullers presented the results of research she conducted in collaboration with researchers at MU and UMKC. The research was funded through a grant from the Missouri Foundation for Health.

Social Work hosted NASW-MO on October 24th. The partnership served 25 Social Work students in learning about the legislative and advocacy process current happening with and behalf of Missourian constituents specifically addressing social and environmental justice needs.

Strategic Planning

The last element of stakeholder input is the Student Survey that was deployed on Tuesday of this week. It will be open until November 16. The Task Force will then review all the input and use the information to develop themes that support the rest of the process, including review of the mission statement and core values, as well as the goals and objectives for the next five years.

On December 1, the Task Force will host a campus-wide Town Hall type meeting to present the results of the External Environmental Scan, the resulting themes from the student survey input, and to let the campus know where we're going from here.

Chief Financial Officer/Treasurer (Ms. Linda Eis):

FY22 Audit

Kudos to the financial group on the audit. There was a lot of time and effort put in the audit by a lot of people to make this happen. The new GASB was a big project that also took a lot of time and effort to implement the new lines into the financial statement.

SERRA (Strategic Employee Recruitment and Retention Analysis)

Bids for consultants went out to multiple vendors, and we received two bids. CBIZ won the bid and we've had a planning phone call with them to kick off the project and provide timelines. This will be a multi-year process and we want to have something in time for FY24.

Cash Graph:

Ms. Eis noted the balance at the end of October 31, 2022, is \$17.1M.

Statement of Net Position (includes new lines for lease revenues/liabilities):

Total Assets: \$187M

Total Liabilities: \$132M

Net Position: \$55M

Comparative Statement of Revenues, Expenses, and Changes in Net Position (difference column):

- **Total Operating Revenues:** Reflects a decrease of \$286k. We do have an increase in our federal grants due to a couple of new grants.
- **Total Operating Expenses:** Reflects a decrease of (\$4.2M). A large portion of this decrease is the decrease in HEERF scholarships (\$4M). We also have an increase in health insurance claims.
- **Non-Operating Revenues:** Reflects a decrease of (\$3.7M) that includes the decrease of the HEERF funding. We also saw a decrease on the interest on the capital debt. Last year we refunded and had savings from last year.
- **Income Before Other Revenues:**
Current Year: \$3.6M
Prior Year: \$2.2M
This results in an increase from Prior Year: \$1.4M

Carlos Haley asked about the number of years with a clean audit, and it has been 9 years with no audit adjustments and an unmodified opinion.

A motion was made by Carlos Haley and seconded by Mariann Morgan to approve the October 2022 financial statements as presented. Motion passed unanimously. (A copy of the financial statements for October 2022 is attached to the minutes in the permanent record book).

Dean of Admissions (Dr. Shellie Hewitt)

Note: Highlights of Dr. Hewitt's report are as follows. Additional information can be found in a handout distributed to the Board that is attached to the minutes in the permanent record book.

Recruitment Events

We've hosted 13 of 16 recruitment events this fall semester welcoming more than a 1000 prospective students and guests. Tomorrow we're having our final Lion Pride Visit day with 81 students RSVPing. These events are all about prospective students learning about our academic programs and checking out our facilities. Last Lion Pride Visit day we had in October, we had students apply and get admitted on the spot. We want them to leave a Lion. We're hoping to continue that tomorrow.

Web Redesign

We are in the design phase working with the content writer team to redesign content on the most visited pages of our website. The final step of the design stage will be reviewing our current sites and unique requirements that we must work into the new design, one of them being our campus calendar integration. Right now, we are roughly three weeks ahead of schedule. This will allow us to spend extra time on coding and testing our site.

Marketing Initiative

We are refreshing our MOSO Merit scholarship marketing initiative. We have found that within the last half of October, the interaction we have with digital media for MOSO Merit has skyrocketed. We are also designing a new transfer scholarship model and will have three new transfer scholarships this fall. We are also expanding advertising with social media platforms. Missouri Southern is now on TikTok and we've increased our presence on YouTube. These two platforms reach 62% of our targeted audience. We have also increased our paid digital marketing presence outside of our local area. We're now in Springfield, Northwest Arkansas, Kansas City St. Louis, and recently added Tulsa. We believe this addition of Tulsa is why we're seeing a big increase in the number of campus visits from Oklahoma.

College Tour Green Carpet Event

Our episode of The College Tour was launched on Amazon Prime a couple days ago. To recognize the stories of the ten students who participated in the creation of the Tour, we're going to have a Green Carpet event on November 16 in Corley Auditorium.

Carlos Haley asked about using BReal in addition to TikTok to garnish more marketing opportunities. Per Reid William, as of right now we cannot connect to BReal as they need to grow their side before we can take advantage of the platform. Snapchat was also suggested as an option.

Director of Athletics (Mr. Rob Mallory):

Note: Highlights of Rob's report are as follows. Additional information can be found in a handout distributed to the Board that is attached to the minutes in the permanent record book.

Fall Sports Season Highlights

Volleyball saw a nine-win improvement over last year, including four wins against nationally ranked teams. Both the men's and women's Cross-country teams have had an outstanding fall season with the men winning four of the five races they entered. We hosted the MIAA Championship on November 5th, with the men coming in first as the MIAA champs. We will host the Division 2 Central Region on November 19. Football has seen the most wins since 2013. Our women's basketball team had two big wins last weekend in Kansas City and the men's basketball team played their first game today.

Hall of Fame Weekend

The ceremony held October 25-26 inducted Terry Joyce/football, Britany (Hargis) Costello/softball, Erin (Turner) Doll/softball, Bill Williams/Track & Field-Assistant Coach and the 1991 baseball team into the Hall of Fame.

Community Service

MSSU student-athletes rank #3 in Division 2 in total number of community service hours. The athletes have completed 2849 hours with 70% participation.

MIAA Constitution Task Force

This group was put together to review the MIAA Constitution and Bylaws at the direction of the MIAA Council CEO. Mr. Rob Mallory is a member on the task force. As we work towards modifying the MIAA governance structure, bylaws, and constitution, we are working to make sure that we're putting ourselves in the best position to serve the needs of our members and student athletes.

Faculty Senate President (Dr. David Locher):

Note: Highlights of Dr. Locher's report are as follows.

We've had some changes in the executive committee and Dr. Jean Coltharp is now President-elect and will be at the board meeting in January serving as Faculty Senate President. Amber Carr is now the secretary.

Academic policies have been revamped removing redundant committees. This is the on-campus committee that approves the course changes and program before it goes before the Board of Governors.

Faculty Senate is undertaking a revision of the bylaws and constitution of the faculty organization. We are also reviewing the ways student advising and program assessments are counted toward promotion and tenure which will lead to examining the entire promotion and tenure criteria.

Staff Senate President (Ms. Ashley Brownfield):

Note: Highlights of Ms. Brownfield's report are as follows:

The Christmas tree is up in the lobby outside of Dr. Van Galen's office for our Angel Tree program. Tags are already starting to be picked up. We had two different waves of applications. An initial application was sent out and we had 42 children. Feedback from students was they missed the deadline, so a second wave of applications was opened, and we ended up with 90 children on the tree.

We had three recipients of the Quarterly Service Champs, Jonathan Case, Melissa Forsythe, and Chris Owens.

The Staff Senate held the first ever Lunch & Lounge on November 9th. It was a time for employees to get away from their offices and mingle. It was a successful event, and we may do another one.

Student Senate President (Mr. Marcel John):

Note: Highlights of Mr. John's report are as follows:

A previous semester we talked of putting up a hammock. It is now in place in front of the alumni center and has been used daily by both students and staff since being installed. Now that the weather is colder, it's not in as much demand. Feedback is that it's been one of the best projects so far.

A new project we'd like to start doing in the next five to ten years is to see more statutes or sculptures on campus. It's a nice way to revitalize the campus, as people are commuting or passing through, to make the campus appealing and interesting.

Board Committees:

Personnel/Compensation (T. Mark Elliott, Chair):

The committee did not meet, so there is no report.

Academic Affairs (Dr. Benjamin Rosenberg, Chair):

We received an update from Dr. Toms and reviewed several proposals for new academic programs. One was for a Master of Science in Data Analytics, one was a Bachelor of Science in Biochemistry, and three certificates: Global Black Studies, Behavior Neuroscience, and a graduate certificate in Data Analytics.

A motion was made Dr. Benjamin Rosenberg and seconded by Mariann Morgan to approve the new programs. Motion passed unanimously.

Budget Audit Committee (Carlos Haley, Chair):

Had a brisk meeting with FORVIS to talk about our FY22 audit. We learn new accounting terminology concerning the new GASB 87 and how to deal with leases. Audit was good year for us and our organization.

A motion was made Carlos Haley and seconded by T. Mark Elliott to approve the results of the FY22 audit. Motion passed unanimously.

OLD BUSINESS – N/A

NEW BUSINESS – N/A

Future Meeting Date:

The next meetings of the Board are as scheduled:

January 13, 2023

March 10, 2023

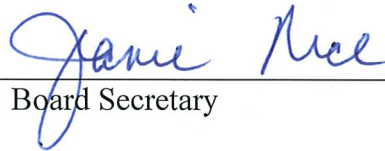
June 8, 2023

A reminder that Graduation is Saturday, December 17 at 10:00 am.

No executive session was scheduled.

A motion was made by Bill Gipson and seconded by Alison Hershewe to adjourn the meeting. Motion passed unanimously.


Board Chair


Board Secretary