

Wilson Pacific University
Board of Trustees Meeting
January 29, 2016

1. **Welcome and Prayer** – Chair Barry Sutton called the meeting to order at 9:12am. He welcomed everyone and began with prayer.
2. **Roll Call** – Barry Sutton called the roll. Trustees present included Chad Adair, Ryan Babineau, Theresa Blash, James Corbitt, Marty Heede, Judy King, Barry Sutton, Nathaniel Wilson, Myles Young, and Curtis Young. Ellen Mayo, Vonde McClure, DeVon Mills, Jennifer Rosinko, Rick Treece, and Nathaniel Urshan were absent. Guests from the WPU Foundation Board of Directors included Paul Elder, Johnny King, and Jerry Rowley. Staff included Paul Baumeister, Jennifer Butts, and Craig Goodman.
3. **Approval of Minutes** – A copy of the minutes from the previous meeting in September was not available. Paul Elder made a motion to read and approve the minutes at the next meeting; Paul Baumeister seconded the motion. The motion passed unanimously.
4. **Reports**
 - a. **Chairman’s Report**
 - i. WPF General Council Report – Chair Barry Sutton shared his thoughts about how godly behavior is increasingly portrayed as deviant in the present culture. AST/WPU is having an impact against this trend and is an important voice in the present culture. Bro. Sutton shared some current data to show AST’s impact. This information was shared with the WPF General Council.
 1. Enrollment – Presently, there are approx. 100 active students, most of whom are in degree programs. This year, more than 350 new students started in the Apostolic Foundations Certificate program, which is a component of the Hope Corps program. There are approx. 25 students in the Congregational Care Certificate program this year. Altogether, the school has more than 400 students enrolled presently.
 2. Graduates – (not counting AFC/Hope Corps) In 2015, 44 students earned an accredited degree. Since 2011, AST has graduated more than 210 students with a certificate or a degree (and that’s not including the students in the Hope Corps program or the Congregational Care Certificate program). Of these graduates, 56 have earned an accredited master’s degree.

3. Faculty – Presently, there are more than 50 faculty members. Six faculty members have earned a doctorate degree, and 16 are in the process of earning one, which is a total of 48% of the faculty.

b. President's Report

i. Relationship with HIU –

1. Nathaniel Wilson explained that the environment of higher education is very difficult, and many schools are facing cuts or closure.
2. In the fall of 2015, Dr. Wilson met at HIU with Dr. Derry and several staff members regarding AST's enrollment. Dr. Derry gave an ultimatum that this year's admission of new students must exceed last year's numbers for the October, January, March, and June sessions. If AST/WPU does well, HIU will continue to support the school to the accreditation site visit. If AST/WPU does not do well, then AST will need to pursue accreditation alone or find another school for incubation. A third option is to permanently become a college within HIU. Constraints for enrollment include high tuition, less flexible course scheduling, and inability to launch any new programs. Nevertheless, with a concerted effort in the fall, the admissions numbers for the October 2015 and January 2016 sessions were higher than their counterparts in the previous year.
3. The participants began a lengthy discussion of ways to support AST/WPU. Jerry Rowley suggested the development of on-campus programs. James Corbitt suggested partnering with another school. Ryan Babineau suggested that HIU may be willing to retain AST/WPU for a longer period if they are paid something similar to a franchise fee or royalty fee as an incentive. Both Judy King and Paul Elder emphasized that effective marketing is vital. The participants discussed a variety of marketing ideas including marketing to the pastors of AFC students so they help to recruit new students, using social media such as Instagram and Facebook more effectively, and doing outreach to local churches since a pastor's referral provides the highest conversion rate of inquiries to new starts. Bro. Sutton volunteered to go to churches to promote AST/WPU. Other ideas included promoting to the graduates of other Bible colleges (for the MA program), reaching the large pool of military students (which is difficult presently because HIU has set the tuition higher than many can receive in military aid), and possibly organizing regional meetings of students for teaching and fellowship.

ii. Accreditation update –

1. Nathaniel Wilson provided an update on the status of accreditation. With the approval of the Board of Trustees, the original site visit scheduled for

fall 2015 was postponed at the recommendation of two consultants. The visit has been re-scheduled for November 30 to Dec. 1, 2016, and the self-study report will be due by Sept. 20.

2. A motion was made by Ryan Babineau to authorize Dr. Wilson at his discretion to negotiate a long-term “royalty payment” to HIU until accreditation is attained. Marty Heeded seconded the motion. It was approved unanimously.
- iii. Staffing Updates – Dr. Wilson shared a copy of the most recent organization chart. Last August, Dejon Davis began providing consultation to boost recruitment efforts. He will be tentatively continuing in a part-time consultant basis. Tiffaney Bland is no longer with AST/WPU, and her role has been divided among multiple staff members. Lily Davis, one of the academic coaches, will be leaving in early February; her replacement has not been hired yet. Amber Aston was trained by HIU for a registrar position in the fall of 2014 and has been working part-time since June 2015. She is doing Assistant Registrar activities and coordinating the Apostolic Foundations Certificate program. She will begin working full-time in February. Anna Ballinger is moving to the Sacramento area and will begin working at AST/WPU in February in the areas of student accounts and office management, and she will transition to oversee financial aid once AST/WPU is independent from HIU.
- iv. Financial Development – The annual Continuing Pentecost campaign is scheduled for Father’s Day on June 19, 2016. The goal is to secure pledges in the amount of \$400K-\$500K per year for the next five years in order to show fiscal stability and viability. Presently, more than \$100K has been pledged from a variety of churches and individuals.
- v. Alumni Association – Dr. Wilson is working with the president, Steven Jones, to develop the Alumni Association. Dr. Wilson is appealing to alumni for support in the financial campaign.

c. Staff Reports

- i. AST/WPU Calendar – Jennifer Butts reviewed upcoming event on the calendar.
- ii. Academic Affairs – Jennifer Butts reviewed a detailed Academic Affairs report that was provided as a handout to the trustees.
- iii. Student Affairs – Paul Baumeister provided a detailed PowerPoint presentation.
 1. Library – AST/WPU has contracted with a consultant to select and secure the subscriptions for the new online library. Gary Truman will be the well qualified librarian.
 2. Bookstore – AST/WPU will not operate its own bookstore. Presently, the school provides a list of required resources and students can secure them through HIU’s bookstore or through a vendor of their choice such as Amazon.

3. Tutoring – Presently AST/WPU utilizes the services of Smarthinking through HIU. This service will probably be continued even after separation from HIU, and other support services are being explored as well.
4. Grammarly – AST/WPU provides this service to help with grammar and plagiarism.
5. Admissions & Advising – The admissions trend had been down, but it has improved in the last two sessions (October 2015 and January 2016). Coaches are using a flow chart to follow up with leads. Email blasts are being sent regularly to assist with recruitment. Ryan Babineau suggested requiring three personal references on undergraduate applications and then AST/WPU could market to those referrals.
6. Marketing –
 - a. After further discussion about marketing and recruitment, a social media task force was established including Paul Baumeister, Ryan Babineau, Theresa Blash, Paul Elder, and Jerry Rowley.
 - b. Challenge Sunday is an idea that Bro. Sutton is willing to do.
 - c. Pastor referrals are another important lead source. The school can research which pastors have the most students in the AFC and undergraduate degree programs and approach them for support in recruitment efforts.
 - d. Hybrid classes were also suggested.

d. Committee Reports

- i. Audit and Finance – Chad Adair gave a report on the joint meeting of the Audit and Finance Committees that was held on December 29 via web conference. At the meeting, Dr. Wilson and Craig Goodman reviewed financial documents with the committee members.

5. New Business and Action Items

- a. Board Role Review – Barry Sutton reviewed the mission statement, core values, philosophy, faith statement, ILOs, and roles and responsibilities of the board with the trustees. It included a discussion of fundraising.
- b. Board Evaluations – Barry Sutton reviewed the survey for the Board self-evaluation that is in the Board of Trustees Handbook. This spring, the trustees will be conducting an evaluation of the president and a self-evaluation.
- c. Budgets –
 - i. Craig Goodman provided a 30-minute board development training on the topic of budgets. He included key terms and how to read the budgets.
 - ii. He reviewed and compared budgets for the 2014-2015 and 2015-2016 years. The 2016-2017 budget is currently in development.

- d. Strategic Plan Action Plans – The trustees reviewed the Strategic Plan Action Plan Overview and discussed elements of each of the sub-plans.
6. **Adjourn** – Ryan Babineau made a motion to adjourn the meeting. The motion was seconded by Marty Heede. The meeting adjourned at 3:45pm.