PIERPONT COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS

Finance and Administration Committee Meeting

Wednesday, April 23, 2025
9:30 AM

Pierpont's Advanced Technology Center (ATC)
500 Galliher Drive
Fairmont, WV 26554
Room 201A

MINUTES

Notice of Meeting

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Finance and Administration Committee was held on April 23, 2025, beginning at 9:30 AM. The meeting was conducted in person at the Advanced Technology Center in Fairmont, WV. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

Committee Members Present: Jeffrey Powell, Vickie Findley, and Christine Miller

Committee Members Absent: Anthony Hinton and Lisa Lang

Other Board Members Present:

Others Present: Members of the President's Cabinet, faculty, staff, and others

I.   Call to Order

Jeffrey Powell called the meeting to order at 9:32 AM.

II.   Revenue Analysis

Dale Bradley presented and reviewed the FY 2025 Tuition Revenue Analysis as of April 14, 2025 Report (Report provided in agenda packet). Summer fee assessment will occur on May 1.

III.   BOG Information Items

A. March 31, 2025, Combined Finance Report

Dale Bradley presented and reviewed the Budget/Finance FY 2025 Report as of March 31, 2025 (Report provided in Agenda packet).

B. Capital Projects Expenditure Report as of March 31, 2025

Dale Bradley presented the Capital Projects Report as of February 28, 2025 (Report provided in Agenda packet).

The final retainage has not yet been paid for the Clarksburg Caperton Center Vet Tech expansion project. Funds are still being held for furniture, fixtures, and equipment (FFE) for the third floor at the ATC. A pre-bid meeting is scheduled for April 30 to move the project forward to the bidding phase. The college currently has $157,000 in cash, has paid all HEPC debt for the year, and maintains approximately $600,000 in the E&G capital fund.

IV. Discussion Items

A. Student Services Chatbot Discussion

Jennifer McConnell reviewed the Chatbot presentation (**Attachment A**), noting that chatbots are becoming a part of everyday life and are increasingly expected at colleges. She stated that nearly every community college in West Virginia already utilizes a chatbot as a tool to increase enrollment and support retention efforts. Given that many of Pierpont's offices are only open from 8:00 a.m. to 4:00 p.m., this service could provide additional support after hours. The requested funding for the service is $38,000, which aligns with the average cost; however, questions were raised regarding whether the proposed amount will secure the right product. Jennifer emphasized that the chatbot would not replace human resources, but rather enhance existing services. She will update the quote and seek informal quotes prior to the next Finance and Administration meeting.

B. FY 2026 Preliminary Budget Discussion

Dale Bradley reported a reduction of $152,107 in state appropriations from Pierpont's budget. The budget was originally built based on the Governor's proposed allocation, which anticipated an increase of $70,529. However, the final appropriation reflected a decrease of $152,107. The group discussed funding all high and medium priorities; with the revised appropriation, this would result in a deficit of $82,317—not including the $38,000 chatbot proposal, personnel reserves, or Great Ideas funding. If all of those items are included, the projected deficit increases to $210,124. If only high priorities are funded and medium priorities are excluded, the deficit is reduced to $4,599.

C. FY 2026 Capital Projects Discussion

The Capital Projects Report (Report provided in Agenda packet) was reviewed with Jamie Kosick and will become an action item for the May meeting. A request will be made for a $150,000 small projects budget and $271,682 for HEPC debt service. Top priority items include parking lot repairs at the Caperton Center ($17,845), building control and management systems at the Caperton Center ($44,900), and a controls contract for building control systems ($7,200). The current available balance is $1,154,195.47. Approximately $500,000 will be requested for next year to cover these identified costs. It

Mission Statement: To provide accessible, responsive, comprehensive education that works
Vision: To empower individuals and strengthen communities through exceptional training and educational pathways
Tagline: Education that works!

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was noted that the college must remain cautious, as an estimated $3 million in equipment will be needed for the new aviation facility.

V. Adjournment

There being no further business, the meeting adjourned.

Respectfully submitted by Amanda N. Hawkinberry

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Chatbot
Potential

The Headlines

How Universities Can Use AI Chatbots to Connect with Students and Drive Success

Artificial intelligence is having a moment in higher education, but chatbots trained by years of student interaction have long been a valuable tool.

by **Andy Viano** ✕

Andy Viano is a journalist and editor at *EdTech: Focus on Higher Education.*

January 07, 2025

Human Predictions for AI in Higher Education in 2025

Practical insights into how AI agents, generative search and personalization will shape the sector.

Chatbot Launch

October 8, 2024

Late last year, the National Institute for Student Success (NISS) at Georgia State University was awarded a $7.6 million grant from the U.S. Department of Education's Postsecondary Student Success Program to investigate how chatbots can enhance student outcomes in first-year math and English courses. The initiative, titled TEACH ME (Technology Enhanced Academic Communication Help in Math & English), will be implemented for both bachelor's and associate level students at Georgia State, as well as partner institutions Morgan State University and the University of Central Florida. This project comes on the heels of earlier successes with the approach at GSU in Political Science and Economics courses. Researchers found that the academic chatbot significantly shifted students' final grades; the tool increased the likelihood that students achieved a course grade of B or higher by 5-6 percentage points while also reducing the likelihood students dropped the course (Page et. al, 2023). An overwhelming majority (92%) of students in those courses indicated that they recommended the chatbot for continued use and even further expansion. This use of the tool in academic courses built on earlier successes with AI at GSU to help students complete administrative tasks, including the 2016 launch of the Pounce Admissions chatbot. The tool significantly reduced "summer melt"—a phenomenon where students accepted to college fail to enroll in fall classes.

Case Studies

Hillsborough Community College

Helping students complete their degree

3% Increase in conversions

36% Of admits engaged with the chatbot

10,667 New admits reached

187 Near-Grads re-enrolled after engaging

70 Completed courses and re-enrolled in the spring

61 Went on to get their degree

Long Beach City College Increases Student Enrollment & Saves
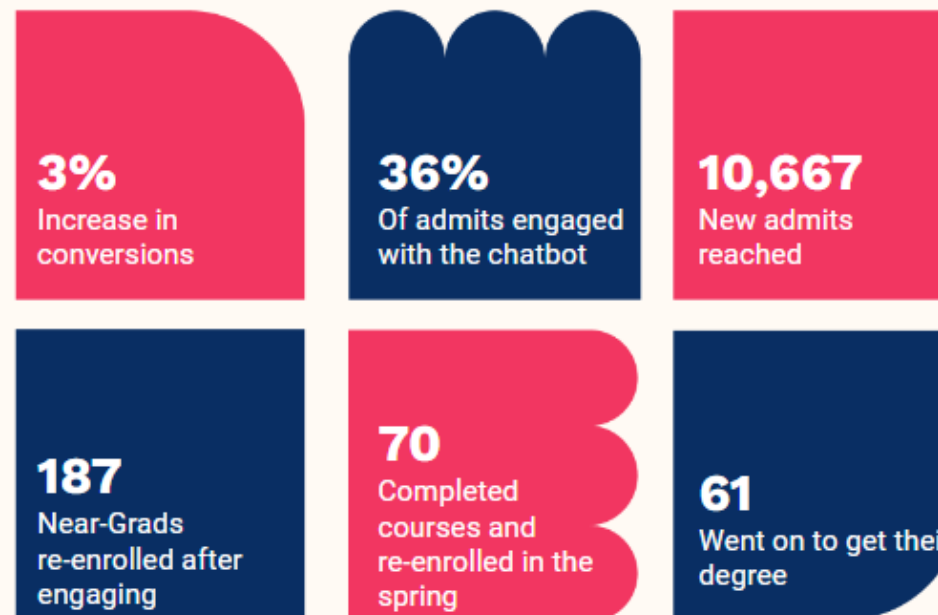
COMMUNITY COLLEGE   Published On: October 18, 2023

Impact Snapshot

- Leveraged both Ocelot Chatbot and Two-Way Text to **increase student engagement**

- Sourced **$1,952,780** in tuition dollars for the 2022-2023 academic year from one Two-Way Text campaign

- Saved **$1,152,990** and 305 weeks of staff work with chatbot

- Saw a **10x return on investment** with Ocelot solutions saving the college over three million dollars

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Forsyth Tech

AI-Driven Success: Forsyth Technical Community College's 12% Enrollment Surge with Element451

Harnessing artificial intelligence for record-breaking student numbers.

Read Case Study →

ChatBot Types

Instant Message

Text Message

Rule Based
These bots follow predefined paths or decision trees.

Machine Learning
These are typically enabled by "crawling" the website to learn.
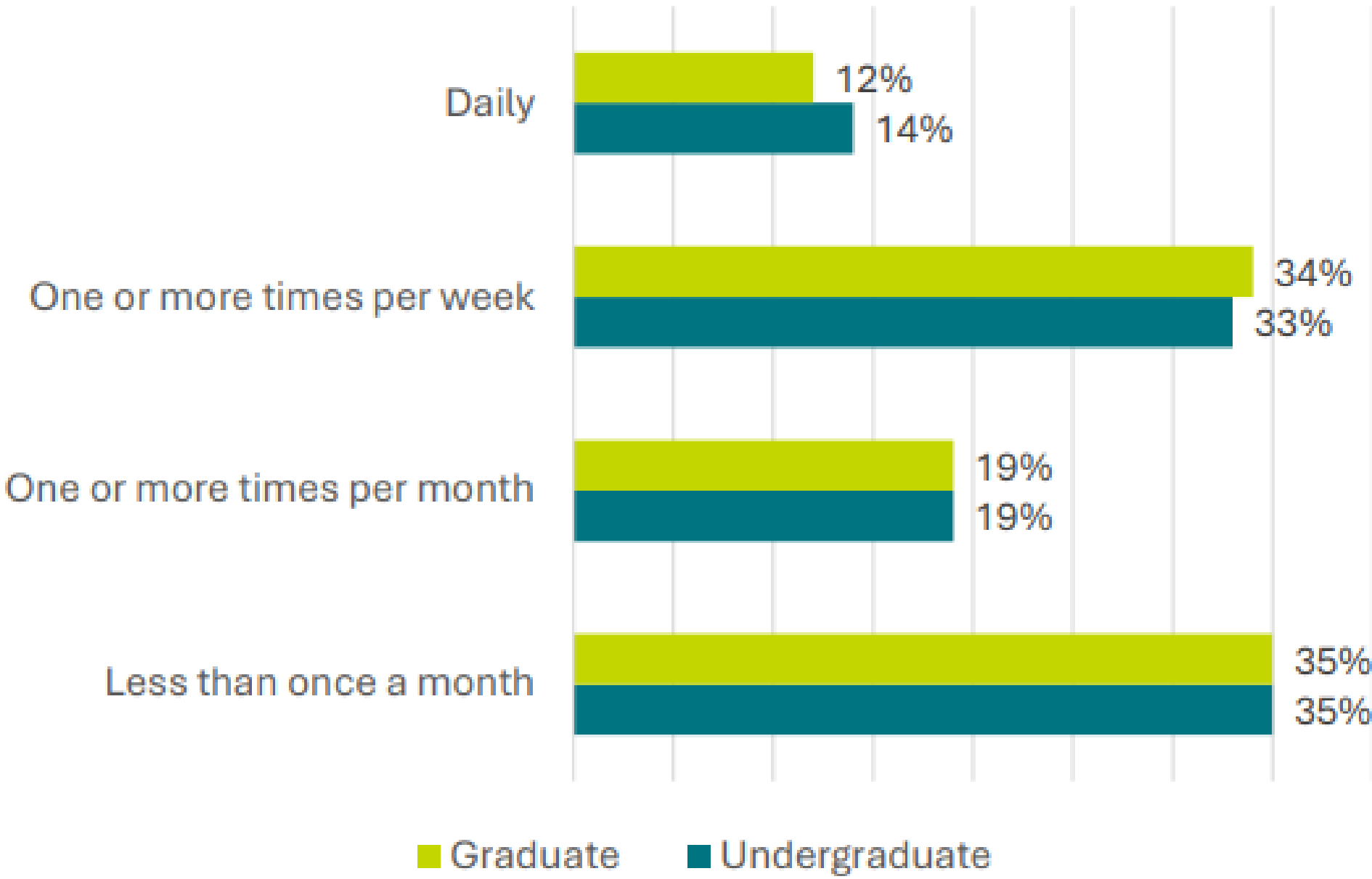
Generative
This is similar to ChatGPT, Claude, etc. These are very flexible and good for open-ended conversation.

Use Of *AI* Every Day

How often do you use an AI platform
(ChatGPT, Gemini, etc.)?

Daily
- Graduate: 12%
- Undergraduate: 14%

One or more times per week
- Graduate: 34%
- Undergraduate: 33%

One or more times per month
- Graduate: 19%
- Undergraduate: 19%

Less than once a month
- Graduate: 35%
- Undergraduate: 35%

Legend: ■ Graduate ■ Undergraduate

Frequency of Use of an AI Platform – by Generation	GenZ	Mill-ennial	GenX+
Daily	16%	14%	10%
One or more times per week	39%	34%	25%
One or more times per month	19%	20%	14%
Less than once a month	27%	32%	52%

RNL 23

How Is AI Being Used & Viewed

Which of the following would you want to be able to find on an AI-driven chatbot?
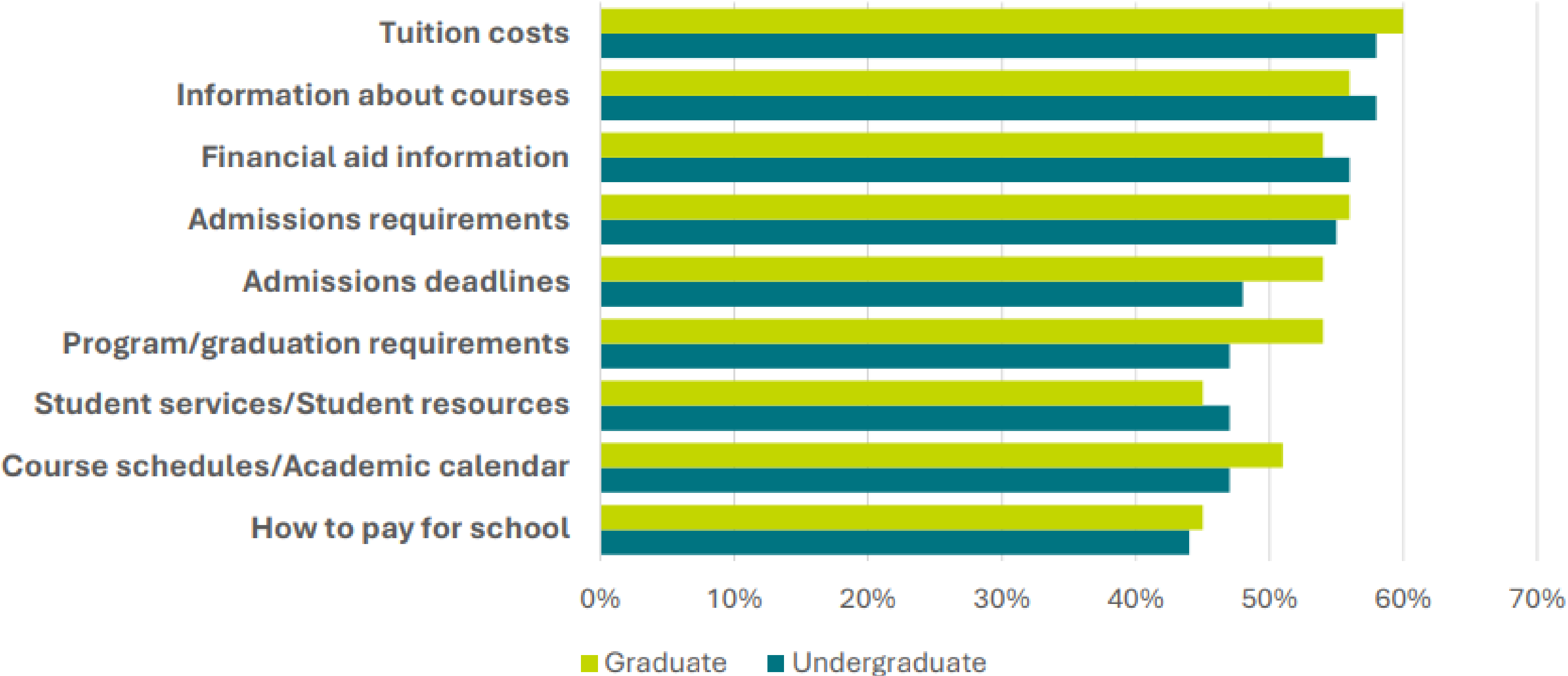
The website is the top resource for students

...and has been for 20 years

With changes in name availability and privacy, your website will become even more important in engaging and recruiting students.

91%

of students use college websites during search

Questions to Consider

- When are prospective students most likely to seek info?

- What is Pierpont's operating hours?

- How are students find information now?

- What devices are students using?