

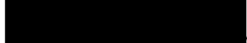
**West Virginia University Airplane Reservation Form**

1. General business purpose for trip: Collaboration between WVU and Education Advisory Board
2. Department contact/ phone number: Stacey Kearns [REDACTED] / Stephen Ballant 3-5701
3. Destination airport (if known): Washington, DC – Dulles (IAD)
4. Destination address: 2445 M Street NW, Washington, DC 20037

Leg:	Trip date:	Departure City:	Departure Time:	Arrival City:
1	11/09/17	Morgantown (MGW)	10:00am	Washington, DC (IAD)
2	11/10/17	Washington, DC (IAD)	11:15am	Morgantown (MGW)

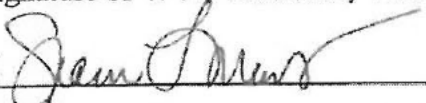
	Name	Cell number	Department	VP Division	Business Justification	Code
1	Sharon Martin	[REDACTED]	Vice President, UR	University Relations	<p>This two-day meeting will be a collaboration between WVU and the Education Advisory Board (EAB) to work together to address student success, enrollment, and program innovation at WVU.</p> <p>Agenda for the meeting includes:</p> <p><b>Kickoff and EAB Partnership Overview</b> - Sally Amoruso, Executive Principal, Office of the President and Hannah Bottigheimer, Executive Advisor</p> <p><b>Enrollment Management</b> - Alex White, Managing Director, Royall and Company</p> <ul style="list-style-type: none"> <li>• Building a Best Practice Blueprint</li> <li>• Enrollment Landscape including look at WVU and primary markets</li> <li>• Building for Future Entering Classes: Search Strategy and Results</li> <li>• 7 key takeaways (pertinent to search, app marketing and yield)</li> </ul> <p><b>Financial Aid for Student Success: Early Findings and Road Ahead</b> - Sarah Parrott, Principal Hardwick Day</p> <p>In consultation with Hardwick Day and Student Success Collaborative, EAB is investigating the strategic use of aid dollars to support student retention and persistence. This exploration looks at:</p> <ul style="list-style-type: none"> <li>• Student Segmentation Around Financial Risk</li> <li>• Targeted Recalibration of Aid Awards</li> <li>• Holistic Aid Policy Requirements</li> <li>• Student-Centered Communication</li> </ul> <p><b>Program Innovation: Launching Financially Sustainable Academic Programs</b></p> <p>Avoiding the Most Damaging Mistakes in New Program Planning</p> <ul style="list-style-type: none"> <li>• Using multi-faceted market demand information to inform program modality design and approval processes</li> </ul>	3
2	John Campbell	[REDACTED]	Vice Provost	Academic Affairs		
3	Anjali Halabe		Associate Vice President for Finance	Strategic Initiatives		
4	Keith Bailey		Dean, Online and Continuing Professional Education	Academic Affairs		
5	Barb Dawson		Associate Provost for Information Technology Services	Academic Affairs		
6	Stephen Lee	[REDACTED]	Associate Vice President for Enrollment Management	University Relations		
7						

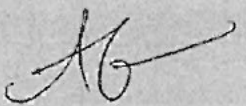
				<ul style="list-style-type: none"> <li>• Conducting more accurate resource planning and allocation that predicts “knock on” costs and gives resource flexibility based on program performance</li> </ul> <p><b>Online Growth in Service of the Public Mission -</b> Carla Hickman, Managing Director, EAB Research Coordinated development and delivery of online programs – what does it mean for WVU?</p> <ul style="list-style-type: none"> <li>• Extending the Reach of the Public Institution: reclaiming role of public university as both public and private good.</li> <li>• Growing revenue while fulfilling mission.</li> <li>• Online as a Means, not an End: enrollment and student success goals and ways in which they can be advanced by online and hybrid instruction.</li> </ul> <p><b>Supporting the Emerging Discipline of Student Success Management -</b> Rich Staley, Managing Director, Student Success Collaborative; Leonor Keller, Associate Principal, EAB; Lauren Kaplan, Managing Director, EAB</p> <p>An overview of the vision for the Student Success Management System, and a discussion of how WVU can apply these insights to elevate efforts around student success.</p> <p><b>Key Takeaways and Themes -</b> Sally Amoruso, Executive Principal, Office of the President</p>
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5. Lead passenger name / cell number: Sharon Martin 

6. Ground transportation:  
 No ground transportation required.  
 I prefer to set up my own ground transportation.  
 I prefer to have LJ Aviation set up ground transportation.

7. Catering:  
 No catering required.  
 Catering is required. Details: \_\_\_\_\_

8. Signature of WVU President, Vice President, Chancellor or designee:  
  Printed: Sharon Martin Date: 10/31/17

For internal use:  
 9. Approved by WVU President's Office:  Date sent to LJ Aviation: 10/31/17  
 Printed name: Amy Gabriell Updated: 12/29/2014

## West Virginia University Airplane Reservation Form

1. General business purpose for trip: Meet with members of Bowling Green State University's senior administration, students and faculty; various WV business meetings in Columbus (below)
2. Department contact/ phone number: Amy 3-8763
3. Destination airport (if known): Toledo, Columbus Int'l
4. Destination address: various in Toledo/Columbus

Leg:	Trip date:	Departure City:	Departure Time:	Arrival City:
1	11/8/2017	MGW		Toledo
2	11/8/2017	Toldeo		CMH
3	11/9/2017	CMH		MGW
4				

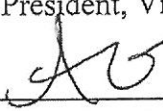
	Name	Cell number	Department	VP Division	Business Justification	Code
1	Gordon Gee		WVU President	President's Office	President Gee will speak with members of the BGSU University Council and President's Cabinet (leaders of constituency groups and senior administrations). He will discuss educational outcomes of American colleges and universities with the BGSU Department of Higher Education and Student Affairs. This department works to create and affirm a culture that encourages personal development, academic and professional integrity, and social action. President Gee will also continue recruitment of two neurosurgeons to WVU as well as meet with a member of Ohio's House of Representatives to discuss potential collaborations between WV and OH as it relates to energy. He will also meet with various government officials in the OH governor's office regarding a regional higher education collaboration. He will also meet with Herb Asher, faculty member at OSU, regarding a book he is writing on E. Gordon Gee's leadership in higher education.	

5. Lead passenger name / cell number: Gee- on file
6. Ground transportation:
  - No ground transportation required.
  - I prefer to set up my own ground transportation.
  - I prefer to have LJ Aviation set up ground transportation. Details: \_\_\_\_\_
7. Catering:
  - No catering required.

Catering is required. Details: \_\_\_\_\_

8. Signature of WVU President, Vice President, Chancellor or designee:

X



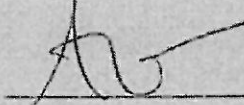
Printed: Amy Garbrick

Date:

11-7-17

For internal use:

9. Approved by WVU President's Office:



Date sent to LJ Aviation:

11-7-17

Printed name:      Amy Garbrick     

Updated: 12/29/2014