

**West Virginia State University Board of Governors  
Meeting of June 23, 2011**

**ITEM:** Recruitment and Retention Update

**ADMINISTRATIVE AREA OR SCHOOL:** Student Affairs and Academic Affairs

**RECOMMENDED ACTION:** Informational

**PRESENTED BY:** Mr. Bryce Casto  
Vice President for Student Affairs

**BACKGROUND:**

Personnel from the Office of Admissions, Office of Recruitment, and the Office of Institutional Effectiveness will provide an update on their efforts during the 2010-2011 academic year and plans for 2011-2012.

Topics of discussion will include:

- Update on the recruiting process – Mr. Chris Jackson and Ms. Trina Sweeney
  - Roles and responsibilities within the Office of Recruitment
  - Office of Recruitment organizational chart and organization for success
  - Status of efforts and initiatives to date
  - Impact of efforts and initiatives
  - Base line metrics to determine success
  - Review of the 2010-2011 year and how efforts and initiatives have contributed since last year
- Efforts to increase retention – Dr. Barry Pelphrey and Dr. Danny Cantrell
  - How retention rate is determined
  - Retention trends at WVSU
  - Additional steps to increase retention in 2011-2012