

West Virginia State University
Board of Governors Recruitment and Retention Committee
April 28, 2011

The WVSU Board of Governor's Recruitment and Retention Committee met Thursday, April 28, 2011 at 10:00a.m., in the Cleveland Room of the Erickson Alumni Center. Those persons in attendance included: Mr. Joey Oden, Mr. Bryce Casto, Mrs. Kellie Toledo, Mrs. Trina Sweeney, Mr. Chris Jackson, Mr. Kris Casdorff, Mr. Nadir Mirza, Attorney Larry L. Rowe, and Dr. Gregory Epps. Guests included: Dr. Michael Fultz and Mr. Eric Hicks chaired the meeting.

Mr. Eric Hicks called the meeting to order, asked if there were any changes to the agenda, and also asked if there were any questions or anything that needed to be addressed from the minutes of the previous meeting.

Mr. Casto stated that there was nothing in the minutes that needed to be addressed. There was only one informational item on the agenda for the day, and that is: the "New Scholarship Initiative." It was moved by Mr. Joseph Oden to approve the agenda as presented. The motion was seconded by Mrs. Trina Sweeney. The motion carried.

Standing Reports

- A. The 2011 - 2013 Strategic Plan Initiative contains a couple of important goals:
1. Contribute to the enrollment, retention, academic advancement, and graduation of students by enhancing curricular, co-curricular, and extra-curricular activities.
 2. Be Visionary and proactive in advocacy for continuous evolution and improvement related to all aspects of the university.
- B. Mr. Casto passed around the draft Brochures that Admissions and Recruitment plan to use in their recruiting efforts.
1. WVSU Opportunity Scholarship Initiative – Targeted at **new students only**.
 2. Awarded in the amount of \$2000 per year / \$1000 per semester.

3. Recipient must have a high school gpa of 2.9, and attain an ACT composite score of at least 20, or its equivalent should a student decide to take an SAT exam.
- C. This scholarship is not available if the student has received the Promise Scholarship.
 - D. The letter, application, and brochure will go out to the high school counselors for them to inform the student of this enhanced opportunity. This will be sent by the office of Finance.

Chris Jackson and Trina Sweeney have done a fine job repairing WVSU's relationship with the secondary education school systems.

When we get more staffing we hope and plan to roll out more information to the communities on what it is that WVSU has to offer.

Staffing

President Carter asked an ad hoc group to get together and talk about increasing recruiting resources for the University.

- A. There was an immediate transfer of \$15,000 from the College Summit budget to the office of recruitment. We did this because we no longer have a College Summit workshop here on campus.
- B. The second recommendation was to hire two additional full-time recruiters for the university as soon as possible.
- C. Presently most public universities in the state have at least 10 full-time personnel in their admissions and recruitment offices. We currently have five full-time individuals and three temporary or part-time employees.
- D. Printing materials are to be made available on demand from the Printing Department to the Admissions and Recruitment offices.

Those areas that will help with the recruitment efforts will be the following:

- A. Faculty and AmeriCorps.
- B. The faculty/AmeriCorps help will be offered this fall for next year's recruits.
- C. There needs to be some type of generalized correspondence with the high school counselors when our faculty plans to go out to the schools to recruit the students.
- D. The HEPC has a website for the students to register for the schools that they may be interested in attending.

The federal government mandated a net-price calculator on all institutions websites to help the individuals that are interested in attending a college/university to better understand the cost that will be associated with their selection.

- A. The calculator that WVSU chose to invest in captures e-mail addresses and log-in information so that this information will go from Financial Aid to the Admissions office.
- B. Using Extra Curricular Activities and trying to use this to increase the Retention – What kind of resources will the faculty have to try and increase the size and/or get the students involved in these activities?
 - 1. With KVCTC completely eliminating their activity fee next year, there is going to be a large roll-back in terms of the amount of funds that will be available for student activities for next fall.

Attorney Larry L. Rowe had several questions and/or comments:

- A. What other emphasis do we have in the counties that surround WVSU?
 - a. The Recruiting personnel have been to most all of the counties that are within 90 mile radius of WVSU.
- B. If we focus on the larger areas, how can we get more involved? Faculty and student participation is very important.
- C. If we had centers where we could actually get (especially from low-going counties) students based in.

- D. Basically a two-day a week college experience, where they could still maintain jobs. Have the curriculum adjusted so that the student could do this.
- E. Have on campus activities that would keep the student entertained, also.
- F. If we had the recreation center from the Rehab facility with everything from climbing walls to basketball, tennis courts, swimming pool, etc.; and the dressing rooms, to where students could change and be a part of this experience, this would be a huge selling point.
- G. The Feds would give us money to run it from low-going college counties.

Fayette County has a college that is not meeting the needs of their community. They are science oriented, and fairly insular in their curriculum. Where we are much broader and could offer a lot more. Fayette, Wirt, and possibly Parkersburg are in the mix. These colleges have facilities, but are not on a university level.

- A. If we could target these counties, and talk about what it is like to go to college and study the sciences.
- B. The AmeriCorps is good, but we will also need students from each county, and this will mean more of a hierarchy.
- C. We are going to put a fee on admissions applications. What do you think about giving a coupon where you could give for a free admission application, and state, if you are interested in the university, here is a \$20 coupon.
- D. There is money available through WV Gear-Up to target some of the counties that will provide money to bus in students. We are not one of the official sites for Gear-Up. Roane County is big in this area.
- E. We need to encourage faculty to go out and talk to students about attending WVSU.
- F. We need to think of another place on campus for Admissions and Recruitment to be housed. It needs to be a welcome center, a place for students to be able to come in and be counseled more in a home-type atmosphere.

- G. The students are our customers, not mom and dad. We need a computer system that will allow us to pull up an authorization form while mom and dad are sitting there on the couch. Let the student know that we will need their permission up front for them to identify someone in their family that we could contact in the event there is an attendance problem, or that we could send the grades to. Offer this to the student when they come so that we would have an up to four-year binding contract.
- H. Every time we gain or lose a student we are either up \$5000 or down \$5000. And every day that we do not have dorms that we can get out-of-state students in we've lost up to \$15,000 in tuition costs.
- I. We need to have a modern inventory of housing to fully grow this university. This is how we get beyond the commuters ranks. There are a number of folks that would like to live in close proximity of this campus if we had the proper style of modern housing.
- J. To fully take advantage of Metro Tuition, Out-of-State Tuition, and/or fully grow our Graduate Program, we need new housing.
- K. There is some possibility that there are a small number of students that we can sell this message to, and our default position is that we have not sold our university.
- L. ~~One of our most undersold aspects of our university is that here you are~~ **taught-by-a-professor**, not taught by a teaching assistant. We need to market this aspect of our university.
- M. There is a band of profit, and we ought to make sure that the university dedicates that money to Recruitment, Retention, and Housing.

Current Application Activity:

For Summer 2011: 479 Applications have been processed
112 Accepted
7 Rejected
360 Pending

For Fall 2011: 1,723 Applications have been processed
466 Accepted
56 Rejected
1,201 Pending

- A. We need to think in terms of turning dirt over tomorrow for modern housing, because this place becomes a better place when you have modern housing.
 - B. We need to think also in terms of what this place would look like if we do not turn the dirt over for modern housing within the very near future.
 - C. This fall, specific plans need to be produced for housing.
 - D. Plans for demand studies have been requested by HEPC.
 - E. We have land identified for the facility.
-
- F. We have asked HEPC what other institutions have been asked to produce a study, and we have received no response.

Meeting adjourned 11:07am

Respectfully submitted,

Fatiema J. Wilkerson
Recorder