

West Virginia State University
Board of Governors Recruitment and Retention Committee
Minutes
November 10, 2011

The WVSU Board of Governor's Recruitment and Retention Committee met Thursday, November 10, 2011 at 10:00a.m., in the Weisberg Lounge of the Erickson Alumni Center. Those persons in attendance include the following: Mr. William W. Lipscomb, Atty. Larry L. Rowe, Mr. Joey Oden, Mr. Bryce Casto, Mr. Chris Jackson, and Mrs. Kellie Toledo. Guests included: Mr. Bob Loughry, and Dr. Michael Fultz.

Mr. William Lipscomb called the meeting to order, asked for a motion to approve the agenda, it was moved by Atty Larry Rowe that the agenda be approved as presented. Seconded by Mr. Chris Jackson, agenda was accepted. Mr. Lipscomb asked for the approval of the minutes from the last meeting. The approval was so moved by Atty Larry Rowe, seconded by Mr. Chris Jackson. Motion carried.

Standing Reports

Admission and Recruitment Updates

Admission and Recruitment Updates were presented by Mr. Chris Jackson, Interim Director of Recruitment:

- Finished with their Road-Runner Tour.
- Finished with approximately 20 in-state Fairs this fall.
- Students are utilizing the scanner information system, where the students show their interests, and the information prints out on their bar code.
- Currently in the process of preparing the information to be sent to the Deans for them to follow-up with the students.
- Out-of-State recruitment will end for this semester the week of Thanksgiving Holidays.
- Megan Meadows and Trina Sweeney are currently recruiting in Philadelphia, PA.

- Shannon Edwards is in Detroit, and He is scheduled to be in New York on tomorrow (11/11).

Mrs. Ann Brothers asked if the alumni of New York knows that he is visiting New York tomorrow, and he stated that they did.

- Currently gearing up for spring semester recruitment.
- Sent mailings to over 95% of the high schools in State.
- Feels that the Opportunity Scholarship program will be a huge success.
- He has talked to counselors, students, and parents. Found that they are very excited about the Opportunity Scholarship program.

Mr. Michael Fultz visited Nicholas County not too long ago, and he feels that there is a disconnect about the Opportunity Scholarships between the guidance counselors and the teachers. He discovered that the students had never heard about the Opportunity Scholarship program at WVSU.

- Mr. Casto stated that this is a challenging publicity effort to get information directly to the teachers.
- Mr. Fultz has the names of science teachers that need to be informed of this program.
- The guidance Counselors at Nicholas County are not getting any of this information out to the students.
- The Science Department is currently putting together a database of Faculty that are willing to go out to the schools and talk with the students about the Research that is being taught at the University; and inform them of the new scholarship program that is currently underway at WVSU.

Mr. Susman suggested that Chris Jackson put an article in the County School Board newsletter, which he feels would be another way to help get the information about the Opportunity Scholarship out to the public.

Mr. Casto stated that we will be in good shape when we get our new residence halls up and running.

Mr. Lipscomb asked if the committee could receive information back from the Admissions Office listing the schools that have been contacted about the Opportunity Scholarship, and who is taking advantage of it.

Locally we will be able to get some tangible feedback of where the applications come from.

Dr. Fultz asked if the university could advertise in the high school's year books, Mr. Casto stated that he believes it is out of the question due to the NCAA rules.

Conditional Admit Proposal – Mr. Bryce Casto

Mr. Casto informed the group of the proposal to amend the Conditional Admit Policy, possibly seeking a variance to Series 23 with the Policy Commission.

Using admissions and recruit personnel resources to determine what might be most advantages. He thinks there is some mixed procedure as to how to proceed but this work and discussion is taking place.

Updates on RFPs for Housing and Marketing – Mr. Bryce Casto

We are well into our housing demand study which began October 1 and will conclude through December 16th.

The following has taken place:

- Mantra, LLC out of Miami, Florida is performing this survey for us.
- We have shipped volumes of information electronically to them in terms of difference of performance, questions, and documents they've asked to review inclusive of bonds on the Union, and Dawson Hall.
- Mantra, LLC was on campus the week of October 24th with focus groups, and five groups of students by class (freshman, sophomores, juniors, and seniors) on and off campus.
- Mantra, LLC also met with various administrators.

- There is also an electronic survey on our web-site for our students to utilize.
- There are currently 106 surveys completed.
- We hope to hear the results of the surveys from Mantra, LLC by the end of November at the latest December 16.

Mantra, LLC has verbally informed us that there is certainly a need for housing on this campus.

Challenges:

1. The Bond on Dawson Hall has a no compete clause in it. All of the housing revenues are presently pledged to the satisfaction of this bond as a guarantee. They are working on how to best proceed. This loan program is a very restrictive loan program. They are working on how to best proceed.
2. Our time line is very tight, and there is a challenge to meet the deadlines.
3. When Mantra, LLC comes back to us, they will tell us the style of housing that will need to be built, and how much it will be estimated to cost.

Once this information comes back to us we will need to do the following:

1. Discuss with purchasing on getting out our RFP very quickly.
2. Get the BOG's endorsement to proceed.
3. Get the Policy Commission's blessings.

Marketing – Mr. Bob Loughry

To Address the Initial Marketing RFP – Marketing has been withdrawn at the Board level due to the financial response we received in the amount of \$280,000. There is anticipation that we will do a smaller scope in identifying the most needed aspects of this RFP market. The proposal that came in at \$90,000 did not include travel costs, etc.

Mr. Loughry stated that we definitely want to do the Research, but there is something that we need to do today. We are in the process of reorganizing the Communications Department. Right now we have a problem identifying who is

responsible for the university marketing communications, as we have two people reporting to two different departments, and no one has the directive to do university marketing or the power to control any type of budget over any marketing project. Mr. Loughry knows, however, that the Provost is working on this re-organization process, and it has been communicated that the new organization will be rolled out some time shortly after Thanksgiving.

The second thing that needs to happen is funding. Mr. Loughry feels that the communications department cannot do all the things mentioned if there is no budget.

We need to be systematic in the process of how we approach students. They need to know who the student is; what the first piece of literature the student receives in the mail from the university; is it a post-card. They need to know when the student responds, what is the next piece of communication going to be to the student. Is it a phone call?

They need to have this communication work-process nailed down so that they will know step-by-step where these prospective students are in the system.

We can then feel comfortable in knowing percentage wise the number of students we will have at a certain stage and that are going to enroll. Based on these numbers we know what we will have next year, etc.

We also need to do telemarketing. We need counselors on the phone checking with the student two to three times a month to see if he/she had made a decision, asking him/her where they were going to go. We do not have the man power to do this. We need people on the phones we need money to send out brochures, these things do not exist.

We talk about the dis-connect between the counselors and the students - we should be going directly to the students. We are sitting on a list right now of approximately 34,000 households in WV that has students ages 15 to 17 with an income under \$75,000.

Mr. Loughry recommends that we send the Admissions brochure, post-card, or something about WVSU to all 34,000 households. There are ways we can

communicate with the students over our Web-site that can be student oriented, which takes a Web-Master, and money that we do not have.

Mr. Loughry has personally taken on these assignments that have become too much for him. Functionally, we need to address these issues.

We have a plan and he trusts that once the re-organization happens we will have a management structure that will allow us to go out and do what will be needed to get the job done.

We are looking at getting this brochure piece out to the students before the Christmas Holidays.

It was asked if any of this money comes from Land-Grant. Mr. Loughry stated that only his salary comes from Land-Grant, which he is to use to do Research communications.

Mr. Loughry stated that after the re-organization occurs, we will have an immediate impact on what the university will do on the Admissions work-process.

Enrollment Management Plan Update – Mr. Bryce Casto

- The university has a long history of Enrollment Management Plans. The participation has largely been the Student Affairs staff. They have not been able to attract broad-base participation in this committee.
- Mr. Casto has asked to include all VP's on the committee to bring additional resources to the table.
- Mr. Casto has prepared a draft 2012 – 2015 update and he sent it out to Enrollment Management Committee (EMC) members to review.
- Mr. Casto has worked since the summer months on this proposal and he thinks is a very good first-step.
- Hopes to have a broader version at the December 7th EMC meeting.

Unfinished Business – Nothing to report.

Comments –

Dr. Fultz commented on his interactions with the different high schools.

- None of the students knew we had the American Chemical Society (ACS) accreditation, and we are one of the four schools in the state.
- When the student found this out, they were more interested in our school, then those that are not ACS Accredited such as: UC, Glenville, Tech, etc.
- We beat Marshall and WVU in ACS competitions but we never told anyone about it.
- The only way we can recruit and retain STEM students is to promote this program and let the public know what it is that WVSU has to offer.
- Again, we need to upgrade our marketing and communications department here at WVSU.

The students have asked Dr. Fultz what will happen in the future if WVSU goes bankrupt in the very near future. Dr. Fultz did not know what to tell the students. These students have since decided to go to Marshall, or WVU.

Meeting adjourned at 11:00am.

Fatiema Wilkerson
Recorder