

West Virginia State University
Board of Governors Recruitment and Retention Committee
September 23, 2010

The WVSU Board of Governor's Recruitment and Retention Committee met Thursday, September 23, 2010, at 10:00am in the Weisberg Lounge of the Erickson Alumni Center. Mr. Thomas Susman chaired the meeting and Mr. Joseph Oden facilitated the presentations from the University staff. Those persons in attendance included: Ms. Lori Elliott, Ms. Carla Blankenbuehler, Mr. Nadir Mirza, Mr. Bob Parker, Mr. Lawrence Smith, Mrs. Kellie Toledo, Mr. Eric Hicks, Mr. Joseph Oden, Dr. Gregory Epps, Ms. Robin Baldwin, Dr. Danny Cantrell, Ms. Trina Sweeney, Mrs. Sharon Banks, Mrs. Sally Marcus Burger, and Mr. Chris Caslett.

Review of the Agenda:

There were no additions or corrections to the Agenda.

Review of the Minutes:

Mr. Erick Hicks made a motion to accept the minutes as presented. Motion seconded by Ms. Trina Sweeney. Motion carried.

Mr. Hicks and Mr. Susman are concerned that the University does not have a good marketing ad in the paper or out to the Media Advertising the Education that is being offered here at the WVSU. We need to market that we are a University and not a Community Technical College. We sell degrees at a rate far better than any other competing school in the market. We need to make sure the people in the market place do not get confused about who we are, what we offer, what we do and the pride we have.

The Board and Marketing Committee need to get together and meet every other week. Dr. Epps represents the **Marketing Committee**, he will inform this committee directly, and put the announcement of the meetings on the state register. The first meeting will be held at the Erickson Alumni Center Friday, October 8, at 9:30a.m., and every two weeks thereafter.

Standing Reports:

Enrollment – Mrs. Trina Sweeney

The Admissions office processed 3,705 applications of which 1,571 were accepted. 278 were rejected, and 1,856 pending. Out of which a number of 593 new students were enrolled.

Series 23 (HEPC Admissions and Recruitment Requirements) had 378 first time freshmen and 348 were excluded by their waivers, which left us 235 students eligible by their scores and their High School G.P.A. We were given a mandate to have `15% for the year of 2010 that could be admitted conditionally, and we met that with 12.9%. 87.1% of our students met the requirements.

Mr. Susman asked, "Where were we in terms of this year compared to last year?"

Dr. Danny Cantrell stated that we turned in as our enrollment to the HEPC 3,194 and officially turned in as our estimate of 3,250. Dr. Cantrell stated that we have always been around 3,200. In 2001 we were at 3,404 and we are now at 3,109. This reduction is a result of the absence of the KVCTC count.

The out of state enrollment is now 245 of the 3,000 students. We need to get more out-of-state students and more scholarship money. The scholarship money must be there when you go out there and recruit. We have a good program, metro-tuition, Land-Grant and faculty and staff. The metro market rate is going to be very beneficial.

In terms of the non-traditional students, our student body is 26 years old on average. We are mostly a non-traditional school. Ms. Sweeney, the Admissions Director, does not see a great increase with anything out of the norm. We usually have a non-traditional population that has been steady. She has not seen a large increase because of the economy. Are the students being locked out because the classrooms are too full? This is something we will look into. What is the break-down of enrollment by class? The KVCTC students where are they going? Are we getting a large bump in the Junior Class? Are the students coming here?

Ms. Sweeney stated that we did have a large increase in transfer students. We are not sure if the increase came from the KVCTC or other area colleges we are not sure. But we did have an increase in Transfer students. We saw the climb in First time freshmen because of the rejection and requirement in the rise of transfer students.

Financial Aid – Ms. Sally Marcus Burger

As of today, we have awarded the following funds:

- Pell \$2,446,015
- SEOG \$ 115,203
- Subsidized Loans \$1,892,081
- Unsubsidized Loans \$2,109,356

- WVHEG \$367,916
- Promise Scholarships \$121,254
- College Work Study \$333,146

The FISAP report is the Fiscal Operations Report and Application to participate in the three campus-based programs of Federal Perkins Loan, Federal Supplemental Educational Opportunity Grant

(FSEOG). And Federal Work-Study (FWS) for the award year July 1, 2011 through June 30, 2012, and the Fiscal Operations Report for program participation during the award year July 1, 2009 through June 30, 2010. The due date is October 1, 2010.

The law states that if the U.S. Department of Education does not receive a completed application by October 1, each year, you cannot be assured your school will be allocated funds for any of the campus-based programs. The regulatory and statutory citations are Federal Perkins Loan, FWS, and FSEOG.

The Media issues have been resolved, and 80% of our student body received financial aid.

Metro Tuition - Mr. Joseph Oden

We have 115 students enrolled from Metro Tuition states with 14 new students from Metro areas and 38 returning, readmitted, or continuing students. The break even number was around 12. It is a small step, but in the right direction. Metro tuition is about 75% of out-of-state students. If we can get some testimonials from the Metro students and parents and run them in some of the High School News papers this would be beneficial.

Old Business

The University should be clipping news articles and sending them to the board members so that they can get a good understanding of what is going on at the university. Dr. Epps responded positively to this request.

Ameri-Corps – Mrs. Kellie Toledo

We submitted our application at the beginning of June and we were awarded 10 slots. Each person will receive a financial commitment of \$5,000 each, and a \$2,500 in kind commitment. We also received one individual free this year as a result we have a total of 11 AmeriCorps students. They are located in Ferrell House on Barron Drive, across from Ferrell Hall. They attended a week -long training in Ripley through AmeriCorps. Almost all of them are graduates from WVSU. One student is a KVCTC student. They all started August 15. They have also had site specific training to give them more knowledge about the different offices on campus and how they can help students that they are dealing with.

Our AmeriCorps students will be making phone calls to those new freshmen that are not doing well for whatever reason, and they will try to figure out if there is something we can do to help them improve. They are hoping that by spring there will be a quicker response system in place to be able to understand the student's absences from the class, and for the student to understand the importance of attendance. We took every student with a 3.5 gpa and below and called these students to make sure that they have met their advisor. If they do not re-enroll in January we will call them again to see why they did not return to the university.

One of the biggest problems is the disconnected phone numbers. Fifty-five numbers were disconnected six had no numbers available. Twenty-six were wrong numbers, and a lot of messages have been left, and the rule is if there is no response after the third attempt, follow-up with an email which then goes to a WVSU email account.

We plan to begin recruiting soon. They are helping Chris Jackson the Recruiting Director look up every counselor and/or principal in the Metro-Tuition areas. There are 3 to 4 AmeriCorps members assigned to do this in every state. So that he will have a comprehensive list of phone numbers, addresses, names and email addresses to send out max emails to people and talk about metro-tuition. One of the AmeriCorps members is currently looking at all of the Fairs and Festivals that are scheduled for the Kanawha and Putnam Counties and determine who is in charge of them and see if he can put up a table at the Fairs and Festivals.

Mr. Susman made a recommendation that the AmeriCorps members need to go to the Chamber of Commerce as he has heard that they have some type of net-working event.

One of our other AmeriCorps member's that is a senior in Communications, is putting together a clip regarding the programs that are available at the University to make everything available to the students that are interested in pursuing their career at WVSU.

New Business

Office of Institutional Effectiveness – Dr. Danny Cantrell

Perception Issues - How parents look at Financial Aid issues and having to be in contact and telling their own story. One thing that hurts the University will be the way the parents look at the Retention Graduation Rates. Our Retention rate in IPEDS for 2009 was 60% and the preceding year it was 61%. Our graduation rate for 2009 in the Federal IPEDS was 26% and this year it is 24%. And if you go to the Policy Commission you will see that where we had 24% they put us down as having the 18.8% graduation rate. This goes back to the cohort being adjusted due to downsizing our cohort and making it more accurate. With an accurate counting, we are at 24%. With the ten bachelor's degree awarding institutions in WV we have four institutions that the retention rate runs from 59.7 to 63.1. These Institutions are in the entire state of WV. We have four out of the ten where we are within striking distance of the percentage points. Blue Field State 62.6%, Glenville 61.8%, WV Institute of Technology 63.1%, and WV State U 59.7%. We have six schools going anywhere from 70.5% to 83.6%. The highest of course being WVU, which does not admit to having any remedial course work. The graduation rate out of the ten schools, there are only 2 schools that are in the 20s, and that is WVSU and Bluefield State College. The two HBCU's in the state. We have five schools who's rate are at 30%, two 40%, and WVU 50%. We are really being killed is in the graduation rate. Mr. Susman stated that he is aware of the fact that some students will come to WVSU for a year or two and then to WVU or Marshall. Mr. Cantrell stated that the Policy Commission is aware of this situation, and we are able to track those students who start with us, transfer elsewhere and graduate, and we receive credit for those students. We need to focus efforts once we get students here to increase the graduation rate.

We have a staff that is doing an excellent going in do everything they can to get the students to remain at WVSU and continue their studies here. Dr. Cantrell stated that having been a faculty member for ten to twelve years, our faculty is not here on Fridays, and we do not have faculty who are engaged to the level that the staff is. We have got to get our faculty engaged to realize that the retention and graduation is their business not just the staff people that are here 10 to 12 months out of the year. Then we can do the turn-arounds that you have seen at other HBCUs.

Dr. Timothy Ruhnke, Professor of the Biology Department is the new Faculty Senate Chairperson, he seems to be very committed and interested in retention.

Mr. Susman stated that perhaps we should include Retention in our Standing Reports on the Agenda. Everyone agreed. The retention to the student's perspective is the financial outcome. Dr. Cantrell stated that we run very high on the amount of loans that our graduates owe which is probably disproportionate to other schools, and this is why we have to have scholarship money, because if the student is coming from somewhere else, and you look at the debt burden that a student is going to incur, he/she will probably go to the school where they will get more scholarship money. No one wants to be held down. It's a trend that Feds are giving more scholarship money than grant money.

This is something that is being talked about and being worked on. Tuition is pretty competitive in and around WV, and here at WVSU eighty percent of the students are on Financial Aid. We have the promise scholarship in WV which is for West Virginia students only. The State of WV will have problems getting rid of the Promise Scholarship fund.

The Communications Subcommittee meeting is scheduled to meet on October 8th at 9:30 am in the Erickson Alumni Center. Dr. Gregory Epps will make arrangements.

This meeting adjourned 11:00am.

Fatiema J. Wilkerson
Recorder