

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
January 23, 2014  
9:30 a.m. – 10:20 a.m.  
Agenda**

1. Call to Order and Roll Call—Committee Chair William Lipscomb, presiding
2. Verification of Appropriate Notice of Public Meeting Action 2
3. Review and Approval of Agenda Action 1
4. Review and Approval of Minutes of the Previous Meeting Action 3
5. University Recommendations and Reports
  - 5.1 Vision 2020 Information
  - 5.2 Recruitment Update Information
6. Next Meeting Date – *March 20, 2014*
7. Adjournment

**West Virginia State University Board of Governors**  
***Recruitment and Retention Committee***

**Date/Time:** 1/23/2014 -- 9:30 AM

**Location:**

West Virginia State University, Erickson Alumni Center, Weisberg Lounge, Institute, WV

**Purpose:** To conduct regular business of the Committee in preparation for the January 23, 2014 Board of Governors meeting

**Notes:**

This is a compliant meeting.

**Meeting was approved : 1/13/2014 4:12:34 PM**

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
Minutes  
November 14, 2013**

1. **Call to Order and Roll Call**

Mr. Lipscomb, Chair, called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 9:30 a.m.

**Present:** Dr. Guetzloff, Ms. Jarvis, Mr. Konstanty, Mr. Lipscomb, Mr. Rowe, Dr. Thralls, and Mr. White. Several members of the administration, faculty, and staff were present.

2. **Verification of Appropriate Notice of Public Meeting**

Mr. Lipscomb announced the Verification of Appropriate Notice of Public Meeting.

3. **Review and Approval of Agenda**

Mr. Lipscomb asked for approval of the agenda. Mr. Konstanty made the motion and it was seconded by Mr. White. The motion passed.

4. **Review and Approval of Minutes of Previous Meeting**

Mr. Lipscomb asked for approval of the minutes of the previous meeting. Dr. Thralls made the motion and it was seconded by Mr. Konstanty. The motion passed.

5. **University Recommendations and Reports**

5.1 **Recruitment Update**

Ms. Katherine McCarthy, Vice President for Enrollment Management and Student Affairs, reiterated the importance of customer relationship management (CRM) in new student recruitment, a topic which has been discussed at a number of Committee meetings. As part of today's Committee meeting, Ms. McCarthy indicated that greater detail about the functionality and value of Enrollment Management Approach to Students (EMAS), the University's CRM solution, will be provided.

There was an EMAS presentation by Ms. Amanda Anderson, Interim Director of Admissions, regarding its impact on new student recruitment. Ms. Anderson said EMAS provides the University opportunities and capabilities with recruitment that were not previously available. EMAS compliments current recruitment strategies and enhance what has already been done. Banner uploads to EMAS every day. It provides real-time information and access to dashboards and statistics.

Ms. Anderson said EMAS allows the University to target specific market segments in order to be more competitive with recruitment. The University's main market segments are freshmen, transfers, and international students.

**1.1 Recruitment Stages**

Ms. Anderson explained that there are five recruitment stages:

1. Prospect
2. Inquiry
3. Applicant
4. Decision
5. Confirmed

**1.2 Communication Plans** target each stage of recruitment.

A series of communications (emails, postcards, phone calls, etc.) are based on each stage of recruitment. EMAS also allows students to receive particular communication more than once, if needed, which minimizes the need for costly print materials.

Ms. Anderson said EMAS allows for greater ad-hoc communications, thereby providing additional communication with the student, without it being part of the standard plan.

Dr. Guetzloff asked about the process associated with the admission of Series 23 candidates. Ms. Anderson responded that students who do not meet the requirements are placed on a wait-list. There may come a time when WVSU will not admit those conditional students as far into the summer as in the past with the change in the HEPC requirements for Series 23. There is a plan now to carefully monitor those numbers. An admissions committee assists in making these decisions.

Ms. McCarthy added that the ongoing communication is critical, because WVSU does not want a student who applies and falls into the conditional group to just remain there. Sometimes, a student will engage in activities that will move them out of that group, for example, retaking the ACT. If a student applies and does not receive a response, they may not communicate regarding improvements that have occurred. It is important to continue making contact in order to encourage students.

Ms. Anderson said this is something that has also been incorporated into the new wait-list letter. By encouraging them to retake their ACT or SAT to increase the test scores and increase their cumulative GPA, it will provide an opportunity to reevaluate the students.

Dr. Guetzloff asked a question about updating test scores. Ms. Anderson said that scores are updated and the University does not use the sub-scores. It only uses the highest composite score.

### 1.3 **EMAS Demonstration**

Ms. Anderson said that the online inquiry form and the online visit registration are two components of EMAS that have been really beneficial to what we are doing. All of the counselors have iPads, so they take them to high school visits and smaller events where students can now complete online forms, which will automatically upload into EMAS.

Ms. Anderson said when a student goes onto the University's main website and clicks on "Plan a Visit," it takes them to the EMAS host site. If the student already has an account, they can log-in to set up a campus visit, and it is very easy. The student will see a calendar that allows them to search for dates and gives a brief description of activities occurring that day. They also receive an email confirmation.

Ms. Anderson said this system allows an administrator to print registration reports and name tags. Once a student has visited, EMAS will automatically send an email thanking them for coming. A contact history is available on every student. In the event that a student calls and says they have not been contacted, admissions can tell them when something was sent out and confirm their address if necessary.

Dr. Thralls asked if there were any issues with staff training and development. Ms. Anderson said the learning began with basic training for everyone and is ongoing. EMAS provides excellent support and is really quick to respond if there is an issue. EMAS is easy to use and navigate, and that helps staff to buy-in. EMAS is also web-based through a Citrix receiver.

Dr. Hemphill inquired regarding the longest tenure of WVSU's counselors. Ms. Anderson said that one of the counselors will have been with the University one year in February. All of the counselors are excited about this software because it makes their jobs easier. As staff focuses on territory management, they will go in-depth with their reporting, which is the next step of training.

Ms. McCarthy said that the real value of territory management is the sense of ownership and accountability. Counselors are understanding and working in their territory on a daily basis, and EMAS is an incredible support for those activities and it is another reason the staff buys-in. Everything Ms. Anderson has shown is available on territory basis.

Dr. Guetzloff asked if the software tracks transcripts. Ms. Anderson said it does. Any student's transcripts received who has not applied yet goes into EMAS as an inquiry. Then, admissions can begin distributing information.

Dr. Guetzloff asked if, historically, transcripts are lost and could that be a FERPA violation. Ms. McCarthy said it is rare for a transcript to be misplaced on campus. In most cases, they were misfiled. Admissions is very careful with all data and information.

Ms. Anderson mentioned the importance of the Tele-Counseling program. When a counselor calls a student, it tells who called, what time, and the duration of the call. This will help determine areas of most success reaching students. With territory management, EMAS allows goals entered as an office and as individual counselors, which helps track success and be more specific. This will also help to empower counselors.

Mr. Rowe asked what the cost is for EMAS. Ms. McCarthy said the cost is \$32,000 per year. Dr. Hemphill said all of this was done through Excel last year.

Mr. Rowe asked if it is secure and who has access. Ms. Anderson said that EMAS is very secure, which was one of the major selling points of the software. Also, only Ms. Anderson can provide access to EMAS and that access can be limited within the system. Confidentiality agreements must also be signed by students who use the software.

Dr. Thralls said it would be helpful to look at financial aid again given the issue of affordability. He would be interested, and perhaps other members of the committee would as well, in information such as the number of full-time students receiving aid, percentage of students receiving aid, the average aid per full-time student, and then broken out by grants, scholarships, and loans. Dr. Thralls also requested a breakout by commuter and residential students and, if possible, part-time students. Dr. Thralls advised it would be helpful to review this before being asked to make a decision on fees for next year. (The March Committee meeting will be dedicated to financial assistance.)

Dr. Guetzloff asked when the retention strategies meeting would occur. Dr. Hemphill said a snapshot would be provided at tomorrow's Board of Governors Retreat.

Mr. Rowe thanked everyone; his son and friends now see West Virginia State as a viable place to go to school.

Mr. Lipscomb thanked everyone for attending.

6. **Next Meeting Date**  
January 23, 2014

7. **Adjournment**  
With there being no further business, the meeting adjourned at 10:28 a.m.

Respectfully submitted,

Bobbie Spry  
Special Assistant