

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
March 20, 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 Previous Meeting Action 3
5. University Recommendations and Reports
 - 5.1 Recruitment Update Information
 - 5.2 Student Financial Assistance Update Information
6. Next Meeting Date – *May 1, 2014*
7. Adjournment

West Virginia State University Board of Governors
Recruitment and Retention Committee

Date/Time: 3/20/2014 -- 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 March 20, 2014 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 3/10/2014 2:42:34 PM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
January 23, 2014**

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: Mr. Lipscomb, Dr. Guetzloff, Mr. Konstanty, Mr. Rowe, Dr. Thralls, and Mr. White. Mrs. Jarvis was requested to attend another Committee meeting.

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. Dr. Thralls made the motion and it was seconded by Mr. Rowe. The motion passed.

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

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

5. **University Recommendations and Reports**

5.1 **Recruitment Update**

Due to illness, Ms. McCarthy informed the Committee that she would deliver the recruitment update on behalf of Mrs. Anderson. Spring semester enrollment will be provided to the Board in March. Today's presentation is to provide information regarding recruitment for fall 2014. In terms of inquiries, we are at 3,209. EMAS tracks the progress and creates communications paths. Last year, we had 1,666 inquiries at this time, representing a 100% increase in one year. Staff is also tracking inquiries for fall 2015, which is currently over 800, and consistently watching for new applicants, especially those whose application are the first communication with the University.

Dr. Guetzloff inquired if we are receiving a \$20 application fee for every applicant. Ms. McCarthy said that, if we think the fee is a barrier to applying, we are likely to waive the fee. She also noted that fees have also been waived in conjunction with promotional events.

Freshman applications for fall 2014 are at 1,444, representing a 21% increase over fall 2013. In-state freshman applications for fall 2014 are 659, compared to 624 a year ago. Out-of-state applications have significantly increased to 785, compared

to 570 a year ago. Increases are due to the hard work and dedication of staff, EMAS, and the new outreach programs in place.

These numbers have been impacted due to the water crisis. For Kanawha County, we have 209 freshman applications, compared to 262 for the same time last year. For Putnam County, we have 57 freshman applications, compared to 93 for the same time last year. President Hemphill said, when the semester began in January, we were running 56% ahead of where we were last year and that progress slowed due the weather and other issues experienced in our local area.

Dr. Thralls said he told the President how outstanding he thought the commercial was and inquired about feedback regarding the commercial. Ms. McCarthy said that everything the University is hearing from the community is very positive.

We will continue to communicate with students who have inquired about the University. We have some on-the-spot initiatives that we are working on to try and build local those numbers. We also have spring high school visits and college fairs that will build fall 2014-16 numbers as well.

Our most important program will be March 15, Admitted Student Day. Mr. Rowe requested an explanation of Admitted Student Day. Ms. McCarthy said that we invite all of our admitted students to campus. At that point, some of the students will have already made their decision to attend in the fall, but others will make that visit as a way of informing their decision. It is an opportunity for future students and families to interact with professors and staff and to obtain a great deal of information about the University as well as its programs and services. This year, we will feature the new residence hall.

Dr. Thralls asked if the Student Life staff were prepared for the influx of on-campus students in terms of enhanced activities. Ms. McCarthy said that the student affairs group is focused on that right now. The new hall provides an opportunity to have a more robust residential life. We are working on plans for resident directors and advisors and how their roles will be different. We have to create a sense of community with strong encouragement to all students. The new hall is a tool to help do that, however, the work is on us.

Dr. Guetzloff said that he was really excited that intramurals were coming back in order to connect with students with each other and the University. The University Union game room was also recently remodeled and the students are excited about that. Mr. White said it is difficult to get students active with so much already occurring in their lives.

5.2 **Vision 2020 Overview**

Ms. McCarthy said that one of the four Subcommittees for Vision 2020 was focused on Recruitment, Retention, Degree Completion, Marketing/Branding, and

the Student Experience. Areas of focus include: improving some of the systems and strategies associated with recruitment, developing strategies to improve student experience, and improving retention and graduation rates, which is a significant goal for us, and to reintroduce WVSU to students through marketing and branding. Our goal is to grow the student population to 4,013 through a combination of new student and retention efforts. Ms. McCarthy said that another objective is to establish best practices and tracking and enrolling students, which EMAS is helping to do.

One of the areas of focus for Vision 2020 is creating student experiences that enrich the in-class and out-of-class experience, and how to engage students. Within student affairs and with the help of faculty advisors, we want to connect with every student, whether it is a phone call or a personal conversation.

Mr. Rowe said that the Rehabilitation Center presents a great opportunity to improve student engagement. Ms. McCarthy agreed and said you will hear more about the Rehabilitation Center this afternoon. She also noted that the property is reflected in Vision 2020 and will be part of the new Campus Master Plan.

The focus on retention will be two-fold: the first-to-second year retention rate and also the six-year graduation rate. A couple of key strategies are the implementation of Degree Works, which will allow students to be more active partners in their path to graduation. We are working right now on a retention plan, which will be shared with this group. Within the student service area, a policy and procedure review is planned.

Mrs. Osborne said that the television commercial is one example of new messaging regarding the University. There are billboards and the University is very active through social media.

Thus far, we examined July 1, 2013 through December 31, 2013, and during that time the University issued 88 press releases, which have resulted in 212 stories. We have further broken those numbers down to say just over 200 of those were run in what we define as our major metro news organizations. The stories are analyzed and it is determined if the University was praised, criticized, etc. and if it was a fair and balanced news story. We have that base line to measure progress moving forward.

Mrs. Osborne said that the University administered surveys and held focus groups with faculty and students. We need to take that out further and work with community members and alumni.

When we surveyed the faculty, we asked “what do you believe needs more promotion outside of the university, and we want to focus our position on being that student-centered, research and teaching land-grant university. 41% said we

need more focus on academic programs, 39% said student successes, 28% for community outreach, and 23% said research accomplishments.

Mr. Rowe asked if our focus was mainly in Kanawha County. Mrs. Osborne said that the Kanawha Valley is where students are coming from. Using media helps us to reach a broader audience.

Dr. Thralls asked is we are using radio to advertise and if we thought it would make a difference. Mrs. Osborne said that listening to radio was a generational issue and students are now listening to radio online through services, such as Pandora. Mr. White said that people may listen to radio in the car; however, Pandora is great and they offer advertising.

Mr. Rowe noted that, when his children are in the car, they plug in their iPhones to the car system so they are not listening to the radio. Mr. Oden said that, from a historical perspective, comments are in the community and we are building a positive community response.

6. **Next Meeting Date**
March 20, 2014

7. **Adjournment**
With there being no further business, the meeting adjourned at 10:20 a.m.

Respectfully submitted,

Bobbie Spry
Special Assistant