

West Virginia State University
Board of Governors Recruitment and Retention Committee
June 23, 2011

The WVSU Board of Governor's Recruitment and Retention Committee met Thursday, June 23, 2011 at 11:00a.m., in the Weisburg Lounge of the Erickson Alumni Center. Those persons in attendance included: Mrs. Sally Marcus Burger, Mr. Joey Oden, Mr. Bryce Casto, Mrs. Kellie Toledo, Mrs. Trina Sweeney, Mr. Chris Jackson, Mr. Kris Casdorff, and Mr. Tom Susman. Guests included: Mr. Nadir Mirza, Dr. Gregory Epps, Dr. Tim Ruhnke, and Dr. Michael Fultz. Mr. Tom Susman chaired the meeting.

Mr. Susman 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 he will be giving a presentation to the Board on the Development of new student housing on campus.

Standing Reports

The Recruiting Process – Presented by Mr. Chris Jackson

- Mr. Jackson gave an update on the Recruiting Process
- Mr. Jackson presented recruiting hand outs
- Mr. Jackson announced that as of July 18, the Recruiting office hired a new Student Recruiter – Ms. Megan Meadows.
- The Recruiting Office has completed their second mailing up to as many as 500 high-schools in the Metro-Tuition area.
- The Opportunity Scholarship Initiative is being introduced and it is being very well received.
- Regarding the Opportunity Scholarship Initiative, out of 50 students selected, 46 students fit the criteria, and have accepted admission to the university.
- It was agreed to put an article in the paper and try to get more students interested in this scholarship.
- A lot of students are frustrated that the Promise Scholarship did not keep their promise, and this would be a good way to attract some of those students.

- It was agreed to extend the deadline to apply for the Opportunity Scholarship to the end of August.
- Are we seeing an enrollment drop-off? It is too early to tell. The applications are still coming in.
- We are still in the evolution between Open access and Selective access.
- The Opportunity Scholarship was very well received at Nitro and St. Albans High School.
- As it is set up now, you can go on line and apply to WVSU and submit an application for admission to the university.
- Effective July 1 we will begin an application for admission fee process.
- There are no means at this time to collect the \$20 application fee.
- You can direct this to a payment page but we will not know if the student has paid for the work to be processed.
- A roundtable discussion was held on these questions: Are we, or are we not going to wait until payment is received to process the application? And if we do not wait until payment is received, than we will not have cut down on bogus applications.
- Mr. Susman's suggestion is to process the application, and that someone could not enter until they have paid the application fee.
- Mr. Susman's question: Do other universities that we have competition with have an application fee?

Admissions Report – Mrs. Trina Sweeney

- Applications Totals
 - 2138 Fall Applications Processed
 - 707 Accepted
 - 90 Rejected
 - 1341 Pending
 - 582 Summer Applications Processed
 - 202 Accepted
 - 7 Rejected
 - 373 Pending
- Admissions has done three mailings to students that were slightly below the needed requirements on their ACT and gpa to be accepted in good standing:
 1. Asked students to re-take our residual ACT for those with low test scores and to get their high school transcripts in.
 2. Admissions also did a pending mailing telling students that it was not too late and to submit their papers before August 1st.

3. Admissions also did a provisional mailing that went out to students that had holds on their accounts. Letting them know that these holds needed to be satisfied by the end of the first semester. AmeriCorps helped in all three of these steps.

Question asked by Mr. Kris Casdorff

There is a program that would cover the difference between In-State and Out-of-State tuition for those students coming from the Washington DC area. Is there anything that we can do to help the students facilitate their paperwork to the proper office so that we could reap the rewards from this program in a timely manner?

Per Mr. Joe Oden - This program called the Tag and Leap Program is historical for coming in late. There are challenges within the District itself. We are doing everything that we can to help the students that are coming from the DC area. DC is purposely waiting late to pay to make sure the student follows-through in the program.

WVSU needs to increase its image. We need to market to out-of-state areas and bring in out-of-state students, and to do this we need to look into developing a new dorm, and take a greater look at the infrastructure on campus.

How the Retention Rate is determined – Mr. Bryce Casto

Based on information compiled by Dr. Danny Cantrell, as an example: A full-time, first-time freshman enrolled at WVSU this fall and is still enrolled here the next fall counts as a retained student. If the student is not enrolled, it counts against the retention rate. This is how the retention rate is measured. The Graduation rate is on a six year cohort. With the retention rate you can get a one year snap shot of whether we are making some improvement or not.

The retention rate at WVSU from fall 2001- fall 2002 was 55.7% as reported in the Higher Education Policy Commission's (HEPC) Higher Ed Report card. The HEPC documented rate in the Higher Education Report Card for the fall 2009 to fall 2010 period was 66.7%. Dr. Cantrell advises that the HEPC wants the retention rates in the 70's but the 66.7% number is an improved number. Mr. Casto indicated that he believes our retention rate will increase for several reasons:

1. We have moved to a selective admissions
2. The Opportunity Scholarship

3. The Early Commitment Initiative (where we help those students who are committed to the university, get them enrolled and follow them through their freshman year)
4. The Branding Initiative (where we are out targeting students bringing them in to be a part of WVSU's Brand)
5. Advising the students
6. The AmeriCorps volunteers (will help us go out into the High Schools and enhance our reach)
7. The Satisfactory Academic Progress (where we are measuring every semester)
8. The first year experience courses

These are a lot of changes within a year or two in terms of the Initiatives.

New Business

People Returning from the Military Service - Mr. Tom Susman

In the New Business of the next meeting, Mr. Susman would like to have some discussion on people who are returning from the Military Service. There are a number of VA Programs out there to help in terms of payment of tuition.

Mrs. Sally Burger will make sure that we get Debbie Jarvis to attend the next meeting, to discuss the "Military Yellow Ribbon".

Meeting adjourned 12:00 noon.

Respectfully submitted,
Fatiema J. Wilkerson
Recorder