

West Virginia State University
Board of Governors Recruitment and Retention Committee
Minutes
January 26, 2012

The WVSU Board of Governor's Recruitment and Retention Committee met Thursday, January 26, 2012 at 10:00a.m., in the Weisberg Lounge of the Erickson Alumni Center. Those persons in attendance include the following: Mr. Bryce Casto, Mr. Chris Jackson, Mr. William W. Lipscomb, Mr. Joey Oden, Mr. Larry L. Rowe, Dr. Ann Brothers-Smith, Mrs. Trina Sweeney, Mrs. Kellie Toledo. Guests included: Dr. Tom Guetzloff, and Mr. L. Vincent Williams.

Mr. Lipscomb asked for everyone to take a look at the Agenda for approval. Dr. Ann Smith moved that the Agenda be approved as presented. Mr. Larry Rowe seconded the motion. Motion carried. Mr. Lipscomb asked for the approval of the minutes from the last meeting. The approval was so moved by Dr. Ann Smith, seconded by Mr. Larry Rowe. Motion carried.

Standing Reports

Admission Update – Mrs. Trina Sweeney

Admission updates were presented by Mrs. Trina Sweeney, Interim Director of Recruitment:

- Total spring applications are: 698
- 357 applications were accepted, and 2 were rejected.
- The rest (339) remain pending.
- Total enrollment as of yesterday (1/25) was 2479 overall.
- The Office of Admissions is currently cleaning up files.
- Trying to contact the students that did not show up for spring, perhaps they can get them for the fall.
- Admissions wants to do a pending mailing, and a telethon for their wait and/pending groups.
- The **wait** group are those students that barely missed admission requirements and they cannot offer an early decision for fall admission.

- They want to call those individuals and explain what is needed and what they can do to get them admitted.
- Mrs. Sweeney is holding some training sessions in her office with staff members to get them up to speed and make sure everyone is on-course.
- The Admissions office has been informed that they will get Ferrell Hall's empty office room 108 and they are looking forward to the move.
- They are also hoping to have a mini-Welcome Center for the parents which will be the small front office of room 108 before entering the main office.

Mr. Rowe emphasized to the Admissions Director to include in her training and be sure to remind others that we must do customer service and public relations. This campus should be a family atmosphere. Mr. Rowe also wanted everyone to know that he receives very few negative comments about the Admissions office.

Dr. Tom Guetzloff asked the committee, "Where are we on surveys for customer service?" Mrs. Sweeney stated that she thought the surveys would come from Dr. Pelphrey's office.

The Admissions office is getting into campus tour surveys and a complaint form for students to complete and for her to send to the proper Department or Office Supervisor for review.

Dr. Smith stated that she really likes the idea of having a Welcome Center. Mr. Oden explained that this office is not a welcome center for the campus, but there are plans in place to have this type of setting in Wallace Hall.

In terms of the fall applications totals, it was asked of Mr. Rowe, "What is your guess on the totals?" Mrs. Sweeney stated that she may have a better idea of what the fall totals will look like at our next meeting, it is a little too soon to tell right now.

Mr. Rowe stated that if we go up 150 to 200 students we will have improved our deficit.

Recruiting – Mr. Chris Jackson

We primarily use this semester following up on those students who did not enroll for the fall term.

- Upcoming trips we have are the Black College Expo in Georgia. At this Expo, we usually talk to well over 500 students.
- Mr. Abassi Keith an alumnus is also helping recruit students and he is trying to get an Alumni Chapter started in Cincinnati.
- Mr. Jackson will be in Columbus recruiting in April.
- He and his staff will be in Philadelphia recruiting in May.
- The recruiting office has 250 students on their mailing list.

The perception is out there that the University is going to close. This time last year the recruiting office would have had hundreds of applications on their table. They are now facing an up-hill battle. Mr. Jackson stated that they are doing the best they can, and knowing that a new President is coming soon and that there will be better days ahead.

Mr. Rowe asked, “If it would help if the Board could get the variance of the Series 23 standards, where a student has 2.4gpa or above and ACT of 15, 16, or 17 would be able to be admitted. Would this help as part of a selling point?”

Mr. Oden thinks it would help. We must be creative in how we sell the university to the student.

Out of the total student applications mentioned above (368), 60% are considered **out-of-state** students and were rejected partly because they do not have the same criteria (core curriculum) to graduate as the students have in the state of WV.

Dr. Smith stated that coming out of the DC and Baltimore area. The question is, “Is WVSU represented at the HBCU Conference.” Dr. Smith also informed the Alumni Chapters that if they want WVSU to recruit in their area, they must also provide funds for the recruiters to be able to come and recruit in their area. She also mentioned to them that we may not have a budget to recruit out of state, and that they may need to provide funds for this to happen.

Dr. Smith is going to forward the email from Dr. Frank Enty to Mr. Casto for him to look into this matter.

Are we receiving scholarships in a timely fashion? The only scholarship we have is the Opportunity Scholarship and tuition waivers. There is a \$50,000 scholarship for all four classes that is offered to students in July. The Alumni Legacy Scholarship idea was copied from Marshall University and is something that we hope to have adopted and use to recruit students. This work process is already in place.

Mr. Rowe thinks that this approach is needed and is something he would like to see utilized at this university.

Mr. Oden applauds everyone who've left the university and have received their advanced degrees and have become lawyers, and doctors, etc. However, it must be noted that before they applied for an advanced degree, they should not forget to inform others where they began their education to get to where they are currently.

We are also currently seeking an incentive for the students to stay enrolled full-time. It is recommended that the tuition of a student who stays enrolled full-time is locked in for eight semesters at a certain rate (tuition stability proposal). Dr. Danny Cantrell has masterfully stated that the key to graduation is to get the student admitted and enrolled full-time.

Mr. Lipscomb has asked the Directors of Recruiting and Admissions, "What could the Board do for them to help improve the recruiting effort and at a no-cost rate."

- To get the faculty committed to helping with the recruitment effort because the students may have questions regarding the subject of studies that the Recruiter cannot answer.

Dr. Guetzloff, stated that he is in agreement with the concept of getting faculty to help with the recruiting effort. He and a few others have already been helping.

Dr. Guetzloff believes that the Provost and faculty have to get recruitment written in their handbook as part of the criteria for service. Specifically, for service and high-weight should be emphasized.

Dr. Guetzloff also stated that one of the questions asked in the past is how do we get more people to utilize Web-CT. The faculty suggests that it would be easy if the university would pay them a little more, per credit hour, then they will see more Web-CT courses. Web-CT development could also be used for a faculty merit pay increase criterion. He predicts that everyone will see the benefit from doing it, which will also be a benefit.

The chairperson stated that what he would like to do is get the faculty to become committed to helping with the recruitment effort at 'State.

In the faculty handbook under Service, recruitment is written. We are all recruiters for the University.

Dr. Smith made the following statements:

- The practical definition of Alumni at WVSU is an organization of less than a 1,000 people who pay dues.
- According to the latest statistics, somewhere we have 7,000 people in the Kanawha Valley these are the greatest recruiters in the world, and why haven't these people been tapped. So when I go into a high school, how many Alumni in that high school are sitting at this table with me? We fail to realize that we have so much power in this valley when we talk about Alumni. We have to rethink what the definition of Alumni is. We cannot grow from Ann in Detroit, and someone else in New York, and someone else in Philadelphia. It has to come back to this university.
- Our Alumni will never be as great as it should be if it is not impacted by the office of Alumni Relations.

Dr. Smith's thought is, "How do you mobilize the 7,000 people here in the Kanawha Valley as recruits?" Why aren't we talking to these students? It makes

no since that we are struggling right here in the Kanawha Valley to get to these students.

Mr. Lipscomb stated that it is going to take more than one Director of Alumni Relations. He has very little staff.

Ms. Toledo stated that perhaps we could give a faculty release time from each college that is familiar with all the departments within their college, to be able to go out and talk to the student about the university.

Dr. Smith wanted to further reiterate that if we do not get the students, we will not survive.

Mr. Casto made a statement, that the faculty has recently taken a very good interest in the recruiting efforts here at the university.

Having a vehicle to reduce the air-fare costs would be helpful with the recruiting work-process because air-fare out of Charleston is expensive.

Mr. Rowe asked the recruiters if they have the price lists of what it will cost to enroll at other universities vs. WVSU, and are they including this info in their recruiting presentations.

Mr. Lipscomb informed Dr. Guetzloff that he would like to schedule a day and time to be able to talk with him further about the recruitment effort and how the faculty could help with this work process.

Enrollment Management Plan Up-to-Date Progress Report – Mr. Bryce Casto

Mr. Casto stated that they are in their fifth draft. They pretty much have everything right. The goal is to get the committee to endorse this draft, and he has received a lot of great input on the document.

Dr. Pelphrey has received the fifth draft yesterday. He is pleased with where they are, and he believes that the committee will meet again on February 8th for approval then the document will be sent to the Provost for his review and then to the President and then to the Board.

Update on Marketing Initiatives – Nothing to report

Dorms Update – Mr. Bryce Casto

The Demand Study has come back to the campus and the recommendation is that there is a demand for new student housing on this campus. It will be on the agenda and up for consideration for full endorsement of the findings of the Housing Demand Study to proceed with the development of New Residence Halls on this campus which will be up to 300 new beds.

There is a school spinning off of the University of South Florida, and Mantra is investing \$850 million dollars of their own money on this project. Mantra is also interested in a continuing relationship with the campus. As a result, we are going to explore the possibility of more developments with them.

Mr. Vincent Williams made a recommendation to the committee and suggested that someone from the committee needs to make a motion that whoever, be it the academic policy, or who, will support and work as a service component with respect to Recruitment.

Mr. Rowe made a motion, to request that the Provost office present a report at our next meeting on the service component for faculty to be included in our active recruitment of new students. Include in his report what the recruitment efforts are now, and how it might be enhanced if a faculty member is assigned to a high school at our next meeting. Seconded by Dr. Smith, motion carried.

Mr. Vincent Williams also made a statement to the committee that he had heard that the renovation of Fleming Hall will not include a swimming pool and that we might be the only university in the state without a swimming pool. He wanted to know what the concept of not having a pool will do for potential students and for retention and recruitment. Mr. Casto stated that there are other opportunities for a pool that might manifest itself.

Dr. Smith moved and seconded to adjourn the meeting. So moved at 11:00 a.m. per Mr. Lipscomb, Chairperson.

Fatiema Wilkerson
Recorder