

West Virginia State University
Board of Governors Recruitment and Retention Committee
Minutes
June 14, 2012

The WVSU Board of Governor’s Recruitment and Retention Committee met Thursday, June 14, 2012 at 10:15 a.m., in the Weisberg Lounge of the Erickson Alumni Center. Those persons in attendance included the following:

Mr. William Lipscomb, Chair, Mr. Chris Jackson, Mr. Joseph Oden, Jr., Atty. Larry L. Rowe, Dr. Ann Brothers Smith, and Ms. Trina Sweeney. *Ex officio* attendees included: Mr. Gary Adams, Dr. Micheal Fultz, Dr. Tom Guetzloff, Dr. Katherine Harper, Dr. Barry Pelphrey, and Ms. Kellie Toledo.

Mr. Lipscomb stated that there was not a quorum of the committee members to approve the Agenda, and Minutes at this time in the meeting as a result they went on with the meeting reports.

Standing Reports

The Admissions update was presented by Ms. Trina Sweeney

Fall numbers as of June 13, 2012	Fall numbers as of June 15, 2011
2123 Total Applications	2138 Total Applications
742 have been accepted	707 had been accepted
26 Rejected	90 Rejected
1355 Pending	1341 Pending

These figures are a little bit in line as to what we had last year, slightly up in Acceptances, and slightly down in total Applications.

The Summer Numbers for 2012	Summer Numbers for 2011
457 Total Applications	582 Total Applications
223 Accepted	202 Accepted
1 Rejected	7 Rejected
233 Pending	373 Pending

Advising

- Admissions staff contacted students that have been accepted to offer to help them register for an upcoming advising session.

Mailings

- Intent to Enroll/Confirmations
 - An "Intent to Enroll" business reply card was designed and mailed to students that have been accepted.
 - To date 30 students have responded.
 - 24 Responded that they intended to enroll
 - 6 Responded that they plan to attend another college/university
- Pending Post Cards have been mailed to students that need to submit additional information so that their application can be reviewed.

Recruitment Update Presented by Mr. Christopher Jackson

- Mr. Christopher Jackson thanked the Deans for the printed material to use during their Recruiting effort
- Opportunity Scholarships have been awarded
- Current Application for Admission has been redesigned and condensed to 2 pages. Mr. Jackson provided hand-outs.
- Current WVSU View book is in the process of being redesigned
- Conducted about 40 campus tours
- Admissions Committee
- Met May 30, 2012
- The Committee offered Conditional Admission to 30 prospective students
- The Admissions Committee meets again on June 20, 2012

The Opportunity Scholarship was an issue at this meeting. Ms. Sweeney was asked, “How does the Opportunity Scholarship come into play.”

- Are the Recruiting counselors able to talk about the Opportunity Scholarship at time of recruiting?
- The students must apply for the opportunity scholarship before it is offered to the student.
- Ms. Sweeney believes that the Opportunity Scholarship would be more effective, if the recruiting counselors could offer this scholarship to the student on the spot at the time of recruiting.

Mr. Gary Adams stated that the committee needs to have a motion to allow the Recruiting team to offer the Opportunity Scholarship to the students at the time of recruitment. Otherwise it cannot be considered a recruiting tool.

Mr. Melvin Jones should be made aware of the situation, and the Recruiting team should get the approval from his office to make such an offer to the student at time of recruiting, and not when school begins.

Mr. Oden stated that very soon the recruiting team will be able to offer the student an estimated award letter early, before high school graduation, identifying what the costs will be to the student if they elect to attend WVSU.

Dr. Ann Brothers Smith stated that when the new President comes in to office **how we currently recruit will not be an issue after July 1.**

Later in the meeting, Atty. Larry Rowe’s attendance caused the committee to have met a quorum. As a result, there was a motion made by Dr. Ann Brothers Smith to approve the Agenda, seconded by Mr. Chris Jackson, motion carried.

Approval of the minutes was also moved by Dr. Ann Brothers Smith, seconded by Atty. Larry L. Rowe, motion carried.

Recruitment and Retention Survey Report – Dr. Micheal Fultz & Mr. Gary Adams

Dr. Micheal Fultz introduced the Director of Sponsored Programs, Mr. Gary Adams who provided a report on the Federal Grant that he and others have been working on for roughly two years. He went on to explain:

There are three major grants that were related to recruitment and retention that were highly discussed.

1. The National Science Foundation grant with the acronym being STEM (Science, Technology, Engineering & Mathematics) – a program designed to increase recruitment at HBCUs. The grant is for \$500,000 over a five year period. This would be a very prestigious grant should we receive it, and would have a great on STEM recruitment.
2. The HBCU Up program under NSF. Last year the university was successful in getting a planning grant of about \$70,000 to look at the strengths and weaknesses of our STEM programs here at WVSU. This is the first peer-review competitive NSF grant, where we were lead fiscal agent that this university has received.
3. The planning grant's primary focus is to collect the information needed to apply for the Implementation Award which is the 1.75 million dollar grant spread over a period of five years. A capacity building grant for the Science and Technology programs.

The Planning that went into the Grant Proposals under the Leadership of Dr. Katherine Harper:

They began with, "Where are the high school graduates going to be?"

1. They are not going to be in West Virginia.
2. 90% of our enrollment comes from Kanawha and Putnam County,
3. Cabell, Raleigh, and Mercer counties equal the same population as Kanawha County. In these three counties, we enroll less than 2%. This tells us that there is a significant population in Raleigh County that we are not getting.
4. Kanawha County has almost double of the under-served population.
5. There are a large number of people that have a high school diploma or some college both male and female that we are not targeting, and HEPC has pointed out that we need to do a better job with.
6. It is important to develop On-Line programs.
7. The STEM enrollment which leads to the STEP grant proposal.

The STEP to Success Program grant is based on developing recruiting material to increase the number of graduates receiving baccalaureate degrees in STEM over a

five-year period through focused **recruiting, early academic support, and ongoing mentoring and student engagement.**

Five objectives in the STEP grant:

1. Increase enrollment of first-time freshmen in STEM majors.
2. Develop and implement an annual five-week credit-bearing residential summer bridge program.
3. Assign all first-year Freshman STEM majors.
4. Develop and implement peer-led supplemental instruction for first-year and second-year gatekeeper STEM courses in each discipline.
5. Establish incentives for participation in undergraduate research opportunities following the freshman and sophomore years and expand the number of industry-based internships available to STEM majors through local STEM-related companies.

These are the five objectives in the step grant that are felt to be a very important pieces of an overall strategic plan that was developed by a large group of faculty members that had invested in this review.

The Planning Grant - Dr. Micheal Fultz

The Planning grant primary focus is to collect information needed to apply for the implementation award of 1.75 million dollar grant over a five year period.

We conducted a three part survey with each subsequent survey building on the last one. As a result, we were identifying problems in survey one and finding out more information in survey two.

1. On the high school student survey they tried to get information from the student.
 - a. How can we reach them and get them the information that they need?
 - b. What do they know about the university?
2. They did the same thing with the faculty.
3. They have had problems with conducting the survey with Kanawha County students, and this is where we get 80% of our enrollment. They have tried contacting the Superintendent's office, but have had no response.

It was mentioned by a committee member that this should be brought to the attention of Mr. Chuck Nichols the Executive Director of Region III who has been very supportive of other grants.

Dr. Fultz has talked with Upward Bound Director, Ms. Barbara Cary. The Upward Bound students meet on campus every other weekend.

The survey points out that even though the students come here, they have no desire to enroll to this University after High School, and we do not know why, but need to know.

The students are collecting data about what university or college they would want to attend and this is mostly recommended by word of mouth.

The issues that the students are having with this university are listed in the survey that they feel the administration needs to know.

Some of the students talked about Journals that are made available at the Library, or our technology, which we cannot compete with WVU, or Marshall.

Dr. Fultz went on to say that what they are doing in Natural Sciences and Mathematics is affecting the other colleges across the board.

The Noel-Levitz Report – Dr. Barry Phephrey

Our geographical location and decline in High School graduates.

1. Over the next two to four years, this state will have an 11% decline in high school graduates. All of the surrounding states are converging from WV.
2. Technology, we have the best Technology in place, and we are using it against ourselves.
3. We have a terrible web-site. The, “Coming soon for inquiry” Is not working on the web-site. Ninety percent of the students are gone if they cannot get through this first step on the web-site.
4. We are not mining our prospects.
5. The Alumni is the largest contributor for inquiry.
6. We have more data, and we are not using it. And we do not collect the right data.

7. What is our future enrollment plan? The folks in Admissions did not know, and this is the Administration's fault. Everyone on campus must be on board with this including the maintenance crew.
8. Our Technology is working against us. We spend less-dollars per student than the average university of this size. Most institutions of like size spend more than double what we pay, and this is a problem.

The biggest problem is that we know about these problems that were just mentioned by Dr. Pelphrey, and we are not acting upon them.

Dr. Ann Brothers Smith moved and seconded to adjourn the meeting. Motion carried.

Respectfully submitted,
Fatiema J. Wilkerson
Recorder