

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
June 12, 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 the Agenda Action 1
4. Review and Approval of Minutes of the Previous Meeting Action 3
5. University Recommendations and Reports
  - 5.1 Recruitment Update
6. Next Meeting Date – *September 4, 2014 (Tentative)*
7. Adjournment

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

**Date/Time:** 6/12/2014 -- 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 June 12, 2014 Board of Governors meeting

**Notes:**

This is a compliant meeting.

**Meeting was approved : 6/2/2014 2:57:49 PM**

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
May 1, 2014  
Minutes**

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, Mr. Konstanty, Mr. Lipscomb, Ms. Pitchford, Dr. Thralls, Mr. White, and 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. Dr. Guetzloff motioned for approval of the agenda. Mr. White seconded the motion, and 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. White motioned for approval of the minutes of the March 20, 2014 meeting. Dr. Guetzloff seconded the motion, and the motion passed.

5. **University Recommendations and Reports**

5.1 **Recruitment Update**

Mrs. Amanda Anderson said freshman applications are continuing to trend positively. For fall 2014, freshman applications are 2,284 compared to 1,839 last year, an increase of 24 percent. The number of applications to date have surpassed the total for fall 2013. There is growth with in-state applications and a significant increase in out-of-state applications. Kanawha and Putnam counties are still lagging, but applications are up in all other counties. Dr. Thralls said it is exciting news about the growth in applications from surrounding counties and out-of-state. He said a robust enrollment from the University's immediate area is important not only from an enrollment perspective, but also in terms of community relationships and identifications with the University. Mrs. Anderson said Admissions staff has plans underway for efforts to continue increasing the University's presence in the local area. Ms. Pitchford inquired as to why the University has been unable to go into some of the schools, and Mrs. Anderson said it mainly depends on schedules. Dr. Guetzloff asked if the commuter fee could be affecting the local enrollment. President Hemphill said it is not believed to be an issue, and the University is actually running 50-60 percent ahead in

overall applications. Schools in Kanawha and Putnam counties were closed for 22 days, which caused the drop in applications from those schools.

For fall 2014, freshman admits are 835, compared to 716 for fall 2013 and 349 for fall 2012. The increase in these numbers since this time two years ago shows tremendous growth. Dr. Guetzloff asked how many student applications were denied, and Mrs. Anderson said she could provide that information later. Mrs. Anderson said freshman confirmations are currently 241, compared to 181 last year. This number will increase through the new student orientation sessions, which begin on May 2. The number of transfer applications remains down and strategic work is beginning with this population of students. Currently, transfer admits are 59 and confirmations are 26.

An Admissions staff retreat will be held on May 7, 2014 and one of the major focuses will be summer outreach initiatives. The Summer Fee Waiver program will be offered again this year, as well as the Summer Sizzler program, which will target fall 2014 and fall 2015 students. Efforts to connect students to the University have included sending window decals to newly admitted students and graduation cards to seniors. The University will continue to have a presence at local festivals. The Admitted Student Calling Campaign will be held again this year where students receive general information messages about next steps, deadlines, campus outreach, etc. The University participated in nine community and technical college fairs throughout the state, and staff is preparing to host a Kanawha Valley Community and Technical College On-The-Spot Admission Day.

Dr. Thralls asked about summer school offerings being a potential magnet for enrollment. Mrs. Anderson said the University tends to have a small number of students enroll in summer classes. President Hemphill added that, from a financial standpoint, summer school is not attractive for faculty at State. Therefore, the University has faculty who teach summer school elsewhere.

Ms. Kitty McCarthy shared information on the Volunteer Alumni Admissions Network (VAAN) program that was announced during the National Alumni Conference last week. The goal of the program is for alumni to assist in recruiting students. Ms. McCarthy said the University's alumni are a great source of information for prospective students and their families. They can also provide regional assistance for Admissions staff in helping to identify additional recruitment opportunities. A manual is being developed to assist alumni, in addition to web-based information. Enrollment Management and Student Affairs will work collaboratively with Alumni Relations and University Advancement on this endeavor.

6. **Next Meeting Date**  
June 12, 2014

7. **Adjournment**

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

Respectfully submitted,

Bobbie Spry  
Special Assistant