

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
September 19, 2013
3:00 p.m. – 3:50 p.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. Election of Committee Chair
6. Adoption of Presiding Officer in Absence of Committee Chair
7. University Recommendations and Reports
 - 7.1 Recruitment Update
8. Next Meeting Date
9. Adjournment

West Virginia Secretary of State — Online Data Services

Administrative Law

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Meeting Notice Detail

[Back to Meeting Notices](#)

West Virginia State University Board of Governors <i>Recruitment and Retention Committee</i>
Date/Time: 9/19/2013 -- 3:00 PM
Location: West Virginia State University Erickson Alumni Center Weisberg Lounge
Purpose: To conduct regular business of the Committee in preparation for the September 20, 2013 Board of Governors meeting.
Notes: This is a compliant meeting.
Meeting was approved : 9/11/2013 8:24:49 AM

**West Virginia State University
Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center
June 13, 2013**

1. **Call to Order and Roll Call:** The meeting of the West Virginia State University (WVSU) Board of Governors (BOG) Recruitment and Retention Committee was called to order at 10:30 a.m., by the Co-Chair, Dr. Ann Brothers Smith.

Present: Mr. Scotty White, Mr. Paul Konstanty, Mr. Larry L. Rowe, Ms. Millie Booker and Mr. L. Vincent Williams. Also present were President Brian O. Hemphill Ms. Katherine McCarthy, Dr. Michael Fultz, Dr. Donna Simon, Ms. Amanda Anderson, Ms. JoAnn Ross, Dr. T. Ramon Stuart and Dr. R. Charles Byers.

2. Verification of Appropriate Notice of Public Meeting was noted.
3. Review and approval of the agenda was made by the Co-Chair. There was a motion made by Mr. Konstanty to approve the agenda, and seconded by Mr. White. The motion carried.
4. **Review and approval of Minutes:** A motion to approve the minutes of the previous meeting was made by Mr. White, and seconded by Mr. Konstanty. The motion carried.
5. **University Recommendations and Reports:**

5.1 Recruitment Update – Ms. Amanda Anderson, Interim Director of Admissions

- Staff have been brainstorming new and creative ways to make outreach to students and get them engaged and excited about enrolling at WVSU.
- We are reflecting a positive increase in our applications, and continuing to establish an increase in our applied to admit yield and to encourage enrollment commitments.
- As of June 7, 2013, we are still reflecting a positive increase in freshmen applications.
- We are continuing to build relationships with the local schools, especially in Kanawha and Putnam counties, by working with guidance counselors, attending scholarship ceremonies, etc.
- We have implemented a territory management initiative, which will play a significant role in how we recruit and strengthen relationships with guidance counselors.
- Last year at census date we had 31 out-of-state students, and we already have 77 out-of-state commitments for fall 2013.

- Transfer students continue to be a challenge, but we are moving forward with transfer initiatives. With 70 transfer commits, we are encouraged with the yield from 120 applications.
- TGIF (Transfers Get Information Fridays) is a new initiative starting this summer. The application fee is being waived and we are giving out transfer scholarships.
- Outreach efforts are being made by telephone, email, mail, and text. The University is holding On-the-Spot Decision Days, and we are also reaching out to those students who have applied for a previous term but did not attend. We are preparing to launch the “Student Source” mailer that will be sent to approximately 3,500 CTC students introducing WVSU.
- New Student Orientation has been going well. Our numbers are 27% ahead of last year through the first three programs. We are continuing to work with Academic Affairs to enhance this program and add additional pieces of information to make it a one-stop day for the students so that when they leave, they will be registered for their classes and have everything they need.
- Vendors were solicited to submit proposals for a Customer Relationship Management (CRM) Solution program and we have selected EMAS-Pro Solutions. This program will allow more efficiency and focus on outreach. The program will be in place for this fall.
- We have purchased Class of 2014 high school names and will be mailing out a search piece to over 17,000 students to get them excited about WVSU as we start working with them this fall, which will be the foundation recruiting pool for the next academic year.
- There will be a Summer Open House Sizzler held on July 26, 2013, where we will invite 2014 graduate and showcase who we are as an institution.
- We have sent 328 Financial Aid packages to admitted students to date.
- President Hemphill commended the staff on their recruiting efforts and stated that as of June 7, 2013 the total number of students who have confirmed that they are coming to WVSU is 307. Last year in October we had 291 freshmen.

5.2 Retention Update – Dr. T. Ramon Stuart

- We started BANNER prerequisite enforcement during the fall registration period. With the help of Computer Services and Registration and Records, we found 32 students enrolled in classes this fall who do not meet the prerequisite. After summer classes, we will review the list again before asking students to make the appropriate changes to their schedule.

- We had 93 students withdraw in the spring while the number was 124 in the fall.
 - This semester we only had 38 students placed on academic suspension, which is the lowest number witnessed at the University according to the Interim Associate Provost and Associate Vice President for Academic Affairs, Dr. John Teeuwissen.
 - Thirty-six percent of our 204 student-athletes had a 3.00 or higher GPA for the spring semester. The student-athletes excel in the classroom and in their respective sport. Drs. Byers and Stuart plan to send a joint letter to each of these student-athletes to congratulate them.
 - Dr. Stuart performed an analysis of data related to conditional admit students, and he found that students who actively participated in support programs on a weekly basis generated a higher GPA than those who did not. This is a small indication that outreach initiatives are helping students.
6. Our next meeting date will be determined and announced at a later date.
7. A motion made by Mr. White to adjourn the meeting. The motion was seconded by Mr. Rowe. The motion carried and the meeting adjourned at 11:28 a.m.

Recorder,
Fatiema Wilkerson