

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
May 1, 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 – *June 12, 2014*
7. Adjournment

West Virginia State University Board of Governors
Recruitment and Retention Committee

Date/Time: 5/1/2014 -- 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 May 1, 2014 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 4/14/2014 9:10:43 AM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
March 20, 2014**

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 9:32 a.m.

Present: Ms. Jarvis, Mr. Konstanty, Dr. Thralls, and Mr. White. Dr. Guetzloff participated via teleconference. 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 made the motion and it was seconded by Mr. White. The motion passed.

4. **Review and Approval of Minutes of Previous Meeting**

Mr. Lipscomb asked for approval of the minutes of the previous meeting. Dr. Thralls made the motion and it was seconded by Mr. White. The motion passed.

5. **University Recommendations and Reports**

5.1 **Recruitment Update**

Mrs. Anderson said freshman applications are trending positively with a 19% increase over 2013, a 52% increase over 2012. There is a slight increase in applications from in-state freshman, and out-of-state applications have increased significantly compared to 2013 and 2012. While Admissions staff is working to maintain a strong presence throughout the state and in the region, they are also pleased about the great responses to the out-of-state recruitment efforts. Ms. McCarthy reported at the last Committee meeting about the dip in numbers for Kanawha and Putnam counties that resulted from the school closings. Mrs. Anderson said staff has been working diligently with schools in these counties since they reopened and the numbers are increasing. Although the University has seen improvement in activity from local schools, the numbers are still running behind compared to last year.

Dr. Thralls asked if the decrease in numbers from the local feeder schools was solely due to the water crisis and inclement weather. Dr. Hemphill said before the water and weather issues, the University was 50% ahead of applications compared

to last year. With no applications coming in for two to three weeks, that number dropped as low as 13%. Outreach in these areas is ongoing and the applications are now 19% ahead. The President said he spoke with the Superintendent and other colleges and universities in the state are dealing with similar issues. Mrs. Anderson said all of the high school visits in the core feeder counties were changed to On-the-Spot visits, and Admissions counselors are collecting applications and missing documents while they are at the schools. Mrs. Anderson said freshman admits are up 12% over fall 2013 and 144% over fall 2012. Freshman confirmations have also increased.

Mr. White asked about on-campus visits, and Mrs. Anderson said they have been very steady. Dr. Hemphill inquired about the response to the model room and the new dorms, and she said they have received nothing but positive feedback. Mr. Lipscomb said the out-of-state numbers are encouraging and asked if the new dorms played a part in those students' decision to attend State. Mrs. Anderson indicated that students feel the excitement when they visit the campus and being able to witness the progression of the University in terms of the new residence hall has been a crucial recruitment tool.

5.2 **Student Financial Assistance Update**

Ms. Ross said the update being provided to the Committee is based on information for 2011, 2012, and 2013. The amount of PROMISE scholarships awarded remained even over that period, but the West Virginia Higher Education Grant changed due to more students completing their FASFA on time. The increase of communications to students in 2012 about FASFA deadlines played a large part in the increase of funds disbursed for the West Virginia Higher Education Grant.

In terms of federal funds, Ms. Ross said the Pell Grant is based on expected family contribution, and that number is determined by the Department of Education once a student completes their FASFA. The University receives allocations for SEOG, College Work Study, and the Perkins Loan. College Work Study amounts are limited and awarded on a first come, first serve basis. Students must indicate on their FASFA application that they are interested in College Work Study. For subsidized loans, the federal government pays the interest while the student is enrolled. Students, who receive unsubsidized loans, pay the interest, while they are enrolled or they may have it capitalized. The University receives an allocation for the Perkins Loan that is typically around \$100,000 and is awarded mainly to students who have a gap/balance. She said the Parent Plus Loan is another type of aid for students where the loan is in the parents' name.

Dr. Thralls asked to what extent the University engages in pre-loan counseling. Ms. Ross said that first-time borrowers have to go through entrance counseling which is required before loans are disbursed. Students also receive information about the different loan programs, interest rates, and messages urging them to

borrow only what they need, and reminding them they have to pay back the loans back when they finish school. To date, Student Financial Assistance staff have sent out 158 award notices to date to admitted first-time freshmen for fall 2014. She said this year's notices include information on student budgets, access to *My State*, loan amount limits, how parents can apply for the Plus Loan, etc. FAFSA Fridays will continue through April 19. A sign-in sheet is now used to monitor student traffic flow through the office; 347 students signed-in to see a financial aid representative during the month of February. Student Financial Assistance hosted College Goal Sunday, which is an event that allows students to complete their FASFA. The event had 41 attendees and 15 volunteers. Of the 41 attendees, 32 were new students.

Ms. Ross said gave an update on average loan debt. Staff looked at graduates from May, August, and December 2013. The average loan debt was \$18,000 for or May, \$25,000 for August, and \$14,000 for December. West Virginia is ranked 25th in the nation with an average loan debt of \$26,227; the nationwide average is \$29,400. The 2011 two-year official cohort default rate was released in July and the University came in at 10.1%. The January release date for the three-year draft does not come out until September, but State came in at 14.1%.

An update was provided on staff professional development. A policy and procedures manual is being developed to ensure compliance with the Department of Education. The Satisfactory Academic Progress (SAP) Policy was revamped and students are now monitored based on their credit hours, GPA, and pace to completion. Staff attended training at the Midwest Association of Student Financial Aid (MASFAA) Conference and the Federal Student Aid Training Conference. The 2014 MASFAA Conference will be held in Charleston, West Virginia in October, and Dr. Hemphill will serve on the President's Panel.

Mr. Lipscomb mentioned that KISRA has a savings program for education. For every one dollar participants save, KISRA puts in eight dollars. Students can save up to \$8,000.

6. **Next Meeting Date**

May 1, 2014

7. **Adjournment**

With there being no further business, the meeting adjourned at 10:26 a.m.

Respectfully submitted,

Bobbie Spry
Special Assistant