

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
October 23, 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 Agenda Action 1
4. Review and Approval of Minutes of Previous Meeting Action 3
5. University Recommendations and Reports
 - 5.1 Recruitment Update Information
 - 5.2 Retention Update Information
6. Next Meeting Date – *January 29, 2015*
7. Adjournment

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

Date/Time: 10/23/2014 -- 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 October 23, 2014 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 10/1/2014 4:55:39 PM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
September 4, 2014
Minutes**

1. **Call to Order and Roll Call**

Mr. Lipscomb called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 9:36 a.m.

Present: Dr. Guetzloff, Ms. Guetzloff, Mrs. Jarvis, Mr. Lipscomb, Ms. Pitchford, and Dr. Thralls. Several members of the administration, faculty, and staff were also 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. Thralls made the motion, and it was seconded by Ms. Pitchford. The motion passed.

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

Mr. Lipscomb asked for approval of the minutes of the previous meeting. Ms. Pitchford made the motion, and it was seconded by Mrs. Jarvis. The motion passed.

5. **University Recommendations and Reports**

5.1 Recruitment Update

Mrs. Anderson said there is a 10 percent increase for in-state and 27 percent for out-of-state freshman applications. For in-state applications, approximately 534 were from Kanawha County and 145 from Putnam County, compared to 626 and 177 last year. Applications from other counties in the state were 544, compared to 306 last year.

Committee discussion was held regarding efforts to enhance recruitment, particularly in Putnam County. It was noted that having a stronger presence in the area could yield a significant increase in applications. Ms. McCarthy said the positive recruitment results are a University-wide effort. The University's visibility and increased attention to public relations and marketing is incredibly helpful for new student recruitment. Mrs. Anderson said the Admissions staff is frequently the first point of contact for many students and families and possesses the opportunity to build relationships. Enrollment Management and Student Affairs staff is working with the Research and Development Corporation and Extension Service to build visibility in Putnam County. Dr. Hemphill said the Provost is working with the school superintendent for Putnam County on a One Plus Three

Agreement with the local high schools. He has also asked the superintendent to serve on the Early Enrollment Advisory Board. Mr. Lipscomb said it is good news that we are making progress in this area. He asked if the current numbers are a reflection of recruitment efforts at other local higher education institutions, or is it because of the weather and the water crisis. Ms. McCarthy said all these factors played a role. Mrs. Anderson said there are 631 in-state freshmen admitted this year, compared to 669 last year; approximately 265 admits are from Kanawha County, compared to 378 last year, and 91 are from Putnam County, compared to 117 last year. To date, there are 366 admits, compared to 174 in the other counties throughout the state. For out-of-state, there are 438 students enrolled, compared to 321 last year; in-state is 328, and 94 for out-of-state, a total of 422.

Mrs. Anderson said the number of transfer student applications has increased from 507 to 558 this year and transfer admits are 336, compared to 312 last year. Enrollment for transfer students increased from 227 last year to 276 for fall 2014. Asia Greenleaf and Tiffany Hayes have joined the staff as Admissions Counselors; both are alumni who were very engaged throughout their undergraduate experience. These hires have allowed the University to make structural changes in the Admissions Office. Anthony Parrish is now a Transfer Specialist, and he will work on building relationships with community and technical colleges in and outside of the state. He will also be working with Registration and Records on the transfer registration process. The goal is to provide additional dedicated focus on transfer students.

Mrs. Anderson said academic messaging would be added through EMAS. An Open House will take place September 6, 2014 in the Judge Damon J. Keith Scholars Hall. Prospective students will have the opportunity to learn about the University and the admissions process. Tours will also be provided that day, along with free admission to the football game. Staff is working on setting up Mini-State days at local high schools with an emphasis on Kanawha and Putnam counties. A presentation on the Volunteer Admissions Alumni Network (VAAN) will be provided during Homecoming to train alumni in recruitment efforts. Ms. McCarthy said the start to the new academic year was very successful. At the New Student Move in Day, there were 40-45 volunteers on-site to assist families with the move-in process. This event was followed by Welcome Days, State Stride, and a community service program. Enrollment Management and Student Affairs initiated a new activity this year, which is an information table at the clock tower on the first two days of classes that will become an annual event in coming years. She said 163 students stopped by the table. Dr. Thralls commended the staff and leadership for moving State in a positive direction.

6 Next Meeting Date
October 23, 2014

7. Adjournment
With there being no further business, the meeting adjourned at 10:21 a.m.

Respectfully submitted,

Bobbie Spry
Special Assistant