

West Virginia State University Board of Governors
Recruitment and Retention Committee

Date/Time: 4/23/2015 – 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 April 23, 2015 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 4/6/2015 8:27:02 AM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
March 19, 2015**

1. Call to Order and Roll Call

Committee Chair 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, Mrs. Jarvis, Mr. Lipscomb, and Dr. Thralls. Several members of the administration 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 Mrs. Jarvis. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

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

5. University Recommendations and Reports

5.1 Recruitment Update

Director of Admissions Amanda Anderson reported an increase in freshmen application numbers from the past two years, currently a 27 percent increase over fall 2014 for freshmen applications, including in-state and out-of-state. For in-state, there has been growth in Kanawha County (16 percent), Putnam County (27 percent), and other counties (62 percent). Mrs. Anderson also reported an increase in admitted freshmen at 887, compared to 654 last year, a 36 percent increase.

Mrs. Anderson reported transfer applications are relatively flat, trending slightly downward, when compared to previous years. Transfer students are a unique population to recruit, and, as a result, the University has been working to implement several new initiatives and strategies, such as building relationships with community and technical colleges in the surrounding states and attending transfer-specific fairs. Dr. Thralls inquired about the timing of transfer applications. Mrs. Anderson responded that transfer applications are normally submitted later, because students are unsure of their plans until spring, and, as a result, the transfer volume will increase in the coming weeks and months.

Mrs. Anderson provided an overview of current campus visit activities, which are prolific and rapidly expanding. Ms. McCarthy said that on March 28, 2015 the University is hosting the Boy Scouts' University of Scouting for the second year. Ms. McCarthy also provided an overview of Enrollment Management and Student Affairs assessment initiatives, particularly as it relates to academic programs. Enrollment Management and Student Affairs, like the academic departments, is participating in assessment initiatives. The staff participated in an exercise in January, in which the HEPC Compact, Vision 2020, and Budget Efficiency Summit recommendations were analyzed to determine any overlap and assess opportunities for various departmental staff members to work together. In addition, each department had submitted an assessment document.

Dr. Guetzloff said students have expressed concern that extracurricular and local off-campus activities are limited. Ms. McCarthy said that the University has greatly increased the number of activities. Student activities are actively promoted and information is disseminated to the student body. Resident Advisors and student government leaders also work to promote events. Certainly, retention is an important issue, as it impacts overall enrollment. The Retention and Student Success Council was formed to analyze and address such issues. The Retention Plan should be available this semester.

Enrollment Management and Student Affairs staff continuously dialogues with students and are working to integrate technology into recruitment and retention efforts. Face-to-face interaction is important in developing and sustaining communications, thereby enhancing the student experience and related outcomes.

6. Next Meeting Date

April 23, 2015

7. Adjournment

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

Respectfully submitted,

Bobbie Spry
Special Assistant