

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
March 19, 2015
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 Information
 - 5.2 Assessment Update Information
6. Next Meeting Date – *April 23, 2015*
7. Adjournment

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

Date/Time: 3/19/2015 -- 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 March 19, 2015 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 3/4/2015 10:27:44 AM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
January 29, 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 9:32 a.m.

Present: Dr. Guetzloff, Mrs. Jarvis, Mr. Lipscomb, Mrs. Pitchford, and Dr. Thralls. Several members of the administration, faculty, and staff were also present.

2. Verification of Appropriate Notice of Public Meeting

Mr. William 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 September Minutes

Mr. Lipscomb asked for approval of the minutes from September 4, 2014. Mrs. Pitchford made the motion, and it was seconded by Dr. Thralls. The motion passed.

5. 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 Mrs. Jarvis. The motion passed.

6. Nomination of Presiding Officer in Absence of Chair

Mr. Lipscomb asked for a nomination for Presiding Officer in Absence of Chair. Dr. Thralls nominated Mrs. Pitchford, who accepted the nomination.

7. University Recommendations and Reports

7.1 Recruitment Update

Mrs. Amanda Anderson said freshman applications are up 47 percent from last year at this time. Dr. Guetzloff asked if those numbers are completed applications. Mrs. Anderson said that an applicant is considered anyone who submits an application, it does not mean any supporting documents have been received or evaluated. With regard to in-state vs. out-of-state students, there has been a 59 percent increase of in-state and 37 percent increase for out-of-state applications for freshmen, which is an upward trend

from the past two years. Last year's water crisis and inclement weather negatively impacted Kanawha and Putnam Counties. Added efforts within those counties have been made to ensure an increase in numbers. Currently, there is an 18 percent increase in applications from Kanawha County and a 49 percent increase in Putnam, with an overall increase of in-state applications.

One new initiative added this year is the implementation of Mini State Days in which admissions staff and other University representatives visit local schools. On-the-spot admissions were conducted at these events. Mr. Lipscomb asked what occurs at Mini State Days. Mrs. Anderson explained that Admissions gives a presentation about the University, as well as the admissions process, student services, and scholarship opportunities. Typically, Sandy Maharaj, Kellie Toledo, or a member of her staff, and faculty members from each college also attend. Dr. Guetzloff asked if most of the 1,700 freshmen will be required to have dorm applications. Ms. McCarthy said it is too early to determine potential housing numbers. There will need to be more completions, admits, and retention, but this will greatly aid Residence Life.

Mrs. Pitchford asked Ms. Anderson to address the decline in local schools, such as Capital High School and Winfield High School. Mrs. Anderson said new strategies are being initiated at Winfield this year. In 2013, there was a strong showing from Winfield High School, but a decline was experienced last year. New strategies to increase recruitment from that area are being employed, including increased work with the guidance counselors. Mrs. Anderson said she is confident Winfield High School numbers will soon increase.

Mrs. Pitchford asked what factors at Capital High School are preventing numbers from increasing. Mrs. Anderson said they are attempting to secure key contacts at the high school to increase opportunities for visits and open lines of communication. When tables are set up in highly-visible common areas, results are typically better. Additional outreach is being made to low feeder schools to any student who has expressed prior interest during a visit by Admissions.

Mrs. Anderson said, currently, there is an approximate 61 percent increase in overall freshman admits for fall 2015, which may be attributed to the new efforts admissions counselors are making.

Mrs. Anderson provided an update on transfer applications. Although this time of year is slow, there will likely be an increase closer to spring. Currently, there is a 13 percent increase in transfers over last year. Anthony Parrish is the transfer specialist who focuses primarily on those students. New initiatives are being planned within West Virginia and outreach is being expanded this spring. Mr. Parrish will visit every community and technical college in the state and in surrounding metro areas, as well. The goal is for him to begin establishing a presence and work with students who are completing an associate's degree and want to continue on to receive a bachelor's degree.

Mrs. Anderson said Volunteers Admissions Alumni Network (VAAN) has proven to be an effective way to increase alumni participation, and has been a great opportunity for alumni to share their experiences with prospective students and their parents.

Mrs. Anderson said scholarships have begun being awarded for the 2015-2016 academic year. The goal is to begin sending aid award notices on March 1. Mrs. JoAnn Ross has spearheaded several new initiatives, including FASFA Wednesdays, during which her staff is available to assist students with completing FASFA. This is the second year WVSU will host College Goal Sunday, which provides an opportunity for the community to visit the campus and receive assistance with FASFA.

Dr. Guetzloff asked that the disbursement process be explained. Mrs. Ross said that disbursements are made every Wednesday. If students receive a late disbursement it is because they are late turning in paperwork or they have missing documents. Dr. Guetzloff asked how late a student could start school and not have their paper work properly completed. Mrs. Ross said they may begin, but cannot receive financial aid. All disbursements are posted to the student's account.

8. Next Meeting Date

March 19, 2015

9. Adjournment

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

Respectfully submitted,

Bobbie Spry
Special Assistant