

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
September 4, 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
6. Next Meeting Date – *October 23, 2014*
7. Adjournment

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

Date/Time: 9/4/2014 -- 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 September 4, 2014 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 8/21/2014 4:41:04 PM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
June 12, 2014
Minutes**

1. Call to Order and Roll Call

Mr. Konstanty, Presiding Officer in Absence of the Committee Chair, called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 9:30 a.m.

Present: Dr. Guetzloff, Mr. Konstanty, Ms. Pitchford, and Dr. Thralls. Several members of the administration, faculty, and staff were present.

2. Verification of Appropriate Notice of Public Meeting

Mr. Konstanty announced the Verification of Appropriate Notice of Public Meeting.

3. Review and Approval of Agenda

Mr. Konstanty asked for approval of the agenda. Dr. Thralls made the motion, and it was seconded by Ms. Pitchford. The motion passed; Dr. Guetzloff abstained.

4. Review and Approval of Minutes of Previous Meeting

Mr. Konstanty asked for approval of the minutes of the previous meeting. Ms. Pitchford made the motion, and it was seconded by Dr. Thralls. The motion passed.

5. University Recommendations and Reports

5.1 Recruitment Update

Mrs. Anderson noted that the Admissions Office will have another busy summer. The number of freshman applications continues to increase, with a 23 percent increase over last year. In-state applications are up 8 percent, and out-of-state freshman applications are up 39 percent. Much work was required to increase numbers in Kanawha and Putnam Counties due to uncontrollable factors, such as the water crisis. As of the last Board meeting, numbers were down 19 percent in Kanawha County and 26 percent in Putnam County. At this time, Kanawha County is down 7 percent and Putnam County is down 14 percent. Increased communication, continual outreach, and targeted messaging have greatly assisted with increasing numbers. Dr. Thralls stated those numbers are encouraging.

Continued outreach will take place throughout the summer months to achieve a further number increase. Vice President McCarthy, Mrs. Anderson, and Admissions staff will

continue to work closely to ensure no opportunities are missed. Staff will be vigilant for potential outreach opportunities within the local community.

Ms. Pitchford inquired regarding strong out-of-state numbers and to what they may be attributed. Mrs. Anderson explained the strong, supportive alumni base greatly increases out-of-state effectiveness. Also, due to recent changes within the Admissions Office, outreach efforts have shifted dramatically during the past year and a half. The University's presence at college fairs and high school visits out-of-state have increased, in addition to the implementation of EMAS recruitment software and communications plan. Automated communications are now sent to students at every stage of the recruitment process.

Mrs. Anderson said freshman admits are at 935 compared to 820 last year, which is an increase of approximately 14 percent. Freshman confirmations increased 11 percent compared to last year at this time. Dr. Thralls asked what constitutes a confirmation. Mrs. Anderson explained that students complete a form indicating their intent to enroll at West Virginia State University in the fall.

Transfer applications are up 11 percent and admits have increased 4 percent over Fall 2013. Staff looks at confirmations daily to determine if enrollment targets are being met. Currently, there are 93 transfer commitments compared to 75 this time last year, an increase of approximately 24 percent.

Vice President McCarthy said there are a variety of organizations that conduct research by talking with current colleges and universities, as well as prospective students. By analyzing such information, it has been determined that while some schools have experienced an increase in applications, students are applying to more schools, which has impacted recruitment efforts. Additionally, there has been a recent increase in the cost to recruit students. National trends indicate for a public school of West Virginia State University's size, the median cost to recruit an enrolled student is about \$575, with the range being \$311 to \$997. West Virginia State University is at the lower end of that range.

Vice President McCarthy noted that EMAS is extremely beneficial to staff. For example, when an email is sent to current and prospective students, links may be imbedded within the material to draw students to items of importance. In a recent study, 45 percent of students responding said, when an email sparks their interest, they click on one of the links or go online and research the school. They may not contact the University directly; however, this confirms the importance of EMAS within University outreach strategies.

This research initiative also asked students how many applications they did not complete. In the year 2000, 9 percent of applicants applied to 7 or more schools. In 2011, more than a third of all applicants applied to 7 or more schools. Admissions staff is seeking ways to reach out to students as soon as they apply to encourage them to complete the application in order to quickly and effectively aid them in making a decision to attend West Virginia

State University. This will also build momentum by keeping the University on their radar.

Vice President McCarthy noted that staff will work to build parent involvement within the coming years. This survey analyzed parent involvement within a student's admissions process. Based on ethnicity or student-athlete status, parental involvement is of fundamental importance. This reinforces the importance of EMAS for future recruitment and retention efforts. Since students learn about and respond to the University in many ways, EMAS will facilitate smoother interactions and a more streamlined process, thereby allowing for greater student success. Dr. Guetzloff asked about EMAS training for other admission staff who did not attend the conference. Vice President McCarthy said training is continuous and Mrs. Anderson and Ms. Christina Kast will provide substantial information to share with staff. Mrs. Anderson mentioned that there is a program called EMAS University, that all staff have access to, which provides online training, web demos, manuals, etc.

Dr. Guetzloff requested clarification regarding faculty student advising and registration processes (i.e., entering students into the system, pin numbers, etc.). Vice President McCarthy said that faculty should register students if needed when advising takes place. Enrollment Management and Student Affairs requests that they be informed if the student is new, as they wish to continue encouraging them to participate in Orientation. Mr. Joe Oden noted that if the pin number is expired, a new one may be obtained from the Registration Office. Mrs. Anderson said some of the issues that faculty encounter when advising or registering students is due to holds on student accounts when documentation is missing. If a hold is encountered, Admissions staff should be informed, so the hold can be removed; once registration is completed, the hold will be reinstated on their account. Dr. Guetzloff said the University should attempt to minimize additional, unnecessary steps within the process. Mrs. Anderson said the message from Admissions is that Orientation is strongly encouraged, as it greatly benefits new students; however, if students show up and still require registration, staff will work to accommodate their request. Dr. Hemphill said under no circumstance should students leave campus without being registered.

6. Next Meeting Date

September 4, 2014

7. Adjournment

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

Respectfully submitted,

Bobbie Spry
Special Assistant