

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
June 18, 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
6. Next Meeting Date – September 3, 2015 (*Tentative*)
7. Adjournment

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

Date/Time: 6/18/2015 -- 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 June 18, 2015 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 6/2/2015 8:26:24 AM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
April 23, 2015**

1. Call to Order and Roll Call

Committee Chair Lipscomb called the meeting of the West Virginia State University (WVSU) 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 said the University continues to see an increase in freshman applications, representing a 22 percent increase over last year with a 38 percent increase in-state and an 11 percent increase in out-of-state applications for freshmen. In terms of West Virginia counties, there is a 7 percent increase in Kanawha County and just under an 11 percent increase in Putnam County.

The University has taken steps over the last year to substantially increase applications in local counties and is beginning to focus on freshman confirmations. This provides a strong indicator that students have chosen West Virginia State University as their school of choice. Orientation is also a key indicator; once a prospective student confirms, staff works to ensure that the student registers for orientation.

5.2 Scholarships

Vice President for Enrollment Management and Student Affairs Kitty McCarthy said scholarships are a way to recognize strong academic performance. She reviewed the scholarship award process and noted its importance in ongoing University assessment.

Vice President McCarthy said that during the 2014-15 academic year, the University awarded about \$284,000 in WVSU Foundation scholarships to 229 students, including Presidential Scholarship funds of approximately \$64,000. Over the past few years, there have been 84 new scholarships initiated. Foundation scholarships, such as the Presidential, BrickStreet, and BB&T, are essential for both recruitment and retention.

6. Next Meeting Date

June 18, 2015

7. Adjournment

With there being no further business, the meeting adjourned at 10:25 a.m.

Respectfully submitted,

Bobbie Spry
Special Assistant