

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
January 29, 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 Agenda Action 1
4. Review and Approval of Minutes of Previous Meetings Action 3
5. Adoption of Presiding Officer in Absence of Committee Chair
6. University Recommendations and Reports
  - 6.1 Recruitment Update Information
7. Next Meeting Date – *March 19, 2015*
8. Adjournment

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

**Date/Time:** 1/29/2015 -- 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 January 29, 2015 Board of Governors meeting

**Notes:**

This is a compliant meeting.

**Meeting was approved : 1/7/2015 12:30:41 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

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
Minutes  
October 23, 2014**

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

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

**Present:** Mrs. Jarvis and Dr. Thralls. Several members of the administration, faculty, and staff were present.

**2. Verification of Appropriate Notice of Public Meeting**

It was noted that appropriate notice of public meeting was included as part of the agenda materials.

**3. Review and Approval of Agenda**

In the absence of a quorum, approval of the agenda was waived, and the meeting proceeded.

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

In the absence of a quorum, approval of the minutes from September 4, 2014 will be placed on the next meeting agenda.

**5. University Recommendations and Reports**

**5.1 Recruitment Update**

Mrs. Anderson provided an update on recruitment and retention initiatives. The Admissions Office launched Mini State Days, which provide an opportunity to bring State to the local high schools and allows staff to dialogue and answer any questions the students may have. Currently, there are 10 Mini State Days scheduled and the program has been well received. The faculty, staff, and the schools are excited to have something different to present to their student bodies. Events to bring students to campus are also continuing.

It was noted that the next “First Friday at State” event will be held on November 7, 2014, and the number of groups visiting the University has increased significantly. South Charleston High School recently brought 25 students to campus, and they completed admission applications. Five additional high schools will visit campus in the coming week.

It was also noted that, to date, the University has registered for more than 120 college fairs for fall semester and scheduled over 100 high schools. Mrs. Anderson said the goal is to visit every high school in West Virginia at least once each semester. In Kanawha and Putnam Counties, University staff are visiting schools two to three times each semester in order to maintain a strong presence. Dr. Thralls asked, with respect to the college fairs, if there is a focus only on seniors. Mrs. Anderson responded that seniors are the focus this time of year, and there is a heavy focus on juniors in the spring.

Several additional updates were provided regarding recruitment activities, including a Volunteer Admissions Alumni Network (VAAN) session, which was held during Homecoming, with 17 alumni participating. Also, the University is launching a new partnership with McDowell County called "Parent University" that came to fruition from conversations among President Hemphill, Dr. Stuart, and county representatives about increasing the college attendance rate. University staff will visit McDowell County on November 8, 2014 to discuss the college search process and the value and importance of education. A follow-up visit to provide more detailed information will take place on November 15, 2014. The University is planning a McDowell County Day to be held on campus; the event will include a presentation from Admissions, a campus tour, and lunch in the dining hall. It was also reported that the University was awarded a "Return to Learn" grant from Higher Education Policy, and adult learners will be invited to campus to participate in a one-stop-shop on November 1 and 15, 2014.

Ms. McCarthy said the Retention and Student Success Council is working diligently on a draft retention plan. Components will include different approaches for advising, course scheduling, First Year Experience courses, student life, activities, and student engagement.

**6. Next Meeting Date**

January 29, 2015

**7. Adjournment**

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

Respectfully submitted,

Bobbie Spry  
Special Assistant