

West Virginia State University Board of Governors
Recruitment and Retention Committee

Date/Time: 4/28/2016 -- 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 28, 2016 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 4/4/2016 10:05:22 AM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
March 17, 2016
Minutes**

1. Call to Order and Roll Call

Ms. Pitchford called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 8:30 a.m.

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

2. Verification of Appropriate Notice of Public Meeting

Ms. Pitchford announced the Verification of Appropriate Notice of Public Meeting.

3. Review and Approval of the Agenda

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

4. Review and Approval of Minutes of the Previous Meeting

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

5. University Recommendations and Reports Information

5.2 Recruitment Update

Director of Admissions Amanda Anderson provided a presentation on the Fall 2016 first-time freshman applications. Applications are up 160 percent at 6,579 applications, compared to 2,538 applications in Fall 2015. A majority of the Fall 2016 applications are in-state at 74 percent with 26 percent from out-of-state. To date, there are a total of 468 applications from Kanawha County, 127 applications from Putnam County, and 1,142 applications from other counties. The first-time freshman admits for Fall 2016 are 2,691, compared to 887 in Fall 2015 and 654 in Fall 2014. Currently, the first-time freshman confirmations for Fall 2016 is at 153, compared to 124 in Fall 2015 and 103 in Fall 2014.

At the request of Dr. Thralls, it was confirmed that Royall & Company is assisting the University with application generation; however, the increase in confirmations and admits is driven by University personnel and their efforts. Ms. Pitchford inquired as to how many students the University can accommodate. President Hemphill responded that the University has existing capacity in terms of classroom and residential space.

Mrs. Anderson's presentation also provided information on current activities, which include inquiries, incomplete application outreach, admitted student outreach, and social media messaging.

Upcoming events include four off-site student receptions, First Friday at State on April 1, 2016, and Admitted Student Day on April 16, 2016.

The presentation provided information regarding a decrease in transfer applications for Fall 2016 at 135, compared to 149 for Fall 2015. The transfer admits are for Fall 2016 are 30, compared to 23 in Fall 2015 and 22 in Fall 2014. The transfer enrollment confirmations also increased with 10 for Fall 2016, compared to one for Fall 2015.

As of the second week of financial aid award processing, the University has received Free Application for Federal Student Aid (FAFSA) submissions from 802 new freshmen, compared to 291 last year. Additionally, 449 new freshmen have been provided a financial aid award package with another 343 new freshmen in verification status. Estimated PROMISE Scholarship Program and West Virginia Higher Education Grant Program awards have been added to freshman awards this year. Returning students will receive financial aid award packages in early April. President Hemphill commended the Student Financial Assistance and Admission staff for the significant improvement in processing and outreach.

President Hemphill encouraged the University utilize Royall & Company for a second year in order to benefit from strategic analytics. As Ms. McCarthy added, the real value in working with Royall is through a sustained relationship.

6. Next Meeting Date

April 28, 2016

7. Adjournment

With there being no further business, the meeting adjourned at 9:14 a.m.

Respectfully submitted,

Kelly Donahue
Executive Administrative Assistant