

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

Date/Time: 6/16/2016 -- 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 June 16, 2016 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 5/27/2016 4:15:11 PM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
April 28, 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 9:30 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. Mr. Payton made the motion, and it was seconded by Dr. Thralls. 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. Dr. Thralls made the motion, and it was seconded by Mr. Payton. The motion passed.

5. University Recommendations and Reports Information

5.2 Recruitment Update

Director of Admissions Amanda Anderson provided a presentation regarding Fall 2016 freshman applications and confirmations. Freshman applications have continued to experience growth with a 150 percent increase with 7,007 applications in 2016, compared to 2,734 in 2015. Of those 7,007 applications received for Fall 2016, 1,813 are in-state and 5,194 are out-of-state.

As of April 22, 2016, 513 applications are from Kanawha County, 133 applications are from Putnam County, and 1,167 are from other counties. There has been significant growth at in-state high schools bringing students to campus for visits.

Total freshman admits have increased 176 percent in 2016 with 3,034 admits. In Fall 2015, there were 1,101 admits at the same time. 2,180 of the total admits are out-of-state, and 854 admits are in-state. 272 of the in-state admits are from Kanawha County, and 85 of the in-state admits are from Putnam County. 497 in-state admits are from other counties in West Virginia. Kanawha and Putnam counties are both up 60 percent in terms

of admits. With the increase in admits, the Office of Student Financial Assistance is steadily working with students to complete their FAFSA and keep the momentum going.

As of April 27, 2016, total freshman confirmations stand at 288, representing a 30 percent increase from Fall 2015 when there was 221 freshman admits.

It was noted that Admissions staff are currently visiting local high schools for award ceremonies to announce scholarship awards provided to students in order to generate excitement about attending West Virginia State University in the fall.

Dr. Guetzloff inquired about the breakdown of in-state and out-of-state confirmations. Mrs. Anderson reported that information is still being researched, and it will be available as part of the June 16, 2016 Committee meeting.

Mr. Payton inquired with regard to the 3,034 freshman admits and their potential housing needs. Mrs. Anderson advised that the Admissions staff is remaining in constant contact with Residence Life staff. Additional steps are being taken to ensure housing applications are completed and processed. Ms. Pitchford inquired as to the capacity for students utilizing on-campus housing. President Hemphill responded that adequate capacity is available, and Sullivan Hall will be utilized as necessary.

Total transfer applications are up 23 percent. As of April 22, 2016, there are 257 transfer applications for Fall 2016, compared to 209 applications in Fall 2015. There are 77 transfer admits, compared to 56 last year at the same time. It was noted that a majority of the transfer students are from Marshall University, University of Charleston, West Virginia University, and BridgeValley Community and Technical College. Currently, there are 37 transfer confirmations for Fall 2016, compared to 23 last year at the same time, an increase of 61 percent.

It was noted that Admissions staff have been diligent in their outreach efforts by holding off-site receptions, which produced a very positive outcome. Staff was able to interact with students and their families, as well as alumni in the respective areas. Additionally, there has been an increase in participation in the campus visit program.

Prior-Prior-Year (PPY) was also discussed. The FAFSA is now available on October 1 rather than January 1 for the 2017-18 academic year. A student will use 2015 income on the FAFSA when applying for aid for the 2017-18 academic year. According to the United States Department of Education, processing the FAFSA early is optional, but critical to successful recruitment. There are operational and strategic implications to early FAFSA and PPY.

In conclusion, Vice President for Enrollment Management and Student Affairs Kitty McCarthy advised the Committee that Mrs. Anderson's last day is May 31, 2016. The new Director of Admissions will be Ashley Weir, who will be in attendance at the June 16, 2016 meeting.

6. Next Meeting Date
June 16, 2016

7. Adjournment

With there being no further business, the meeting adjourned at 10:11 a.m.

Respectfully submitted,

Kelly Donahue
Executive Administrative Assistant