

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
March 17, 2016
8:30 a.m. – 9:20 a.m.
Agenda**

1. Call to Order and Roll Call – Committee Chair Gail Pitchford, 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
6. Next Meeting Date – *April 28, 2016*
7. Adjournment

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

Date/Time: 3/17/2016 -- 8:30 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 March 17, 2016 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 3/1/2016 9:18:33 AM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
January 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 9:31 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 shared information about the University's partnership with Royall & Company, a higher education consultant. Although Royall's efforts have greatly increased the applicant pool, there is still work to be done to ensure admitted students enroll. As of January 21, 2016, the number of freshman applications has grown from 2,122 for Fall 2015 to 5,568 for Fall 2016.

Dr. Thralls inquired regarding the source of Royall's student database and related contact information. It was explained that the primary source is ACT, as well as NRCCUA, CBSS, and the College Board.

Mrs. Anderson's presentation revealed that the out-of-state applications were up by 276 percent with 4,038 applicants for Fall 2016 compared to 1,073 applications in Fall 2015. In-state applications increased by 45 percent with 1,530 applications for Fall 2016 compared to 1,049 applications in Fall 2015.

There was a discussion about the application fee, which requires additional attention in the future. The decision to keep or eliminate the application fee requires further analysis.

Mrs. Anderson presented data related to first-time freshman applications for Fall 2014, 2015, and 2016 in Putnam and Kanawha counties. For Kanawha, applications for 2016 increased by 53 percent at 376 applications compared to 246 applications for Fall 2015. For Putnam County, applications for 2016 are at 102 compared to 85 for Fall 2015.

There are several states, in addition to West Virginia, showing application growth from Fall 2015 to Fall 2016. Specifically, applications from students residing in Maryland are up from 290 in Fall 2015 to 1,118 for Fall 2016. Applications from students in Illinois have increased to 696 for Fall 2016 compared to 52 in Fall 2015.

The first-time freshman admits for Fall 2016 are up to 1,696, which is an increase of 214 percent from Fall 2015. Dr. Thralls inquired if there will be any reallocation of staff resources to meet the needs of the new admits. Mrs. Anderson stated that the need for face-to-face interaction with parents and students remains; therefore, staff will not be moved away from their travel obligations. Rather, the University will utilize students, faculty, and staff to make outreach as another point of contact. Dr. Thralls was very supportive of the need for personal contact.

As part of Royall's work with the University, an online application that is user-friendly and more appealing has been produced. It captures more information about the student, including a message reminding students to submit their transcripts or to complete the application, if they have not already done so. Royall also provides campaign dashboards that are utilized daily by the Admissions staff. SENDEdu is also part of the resources, which provides easy access for high school counselors to electronically send transcripts straight to the Admissions Office.

In addition to application completion, staff is focused on yield (converting admitted students to confirmed students) activities, which include mail, electronic, telephone communication, and personal outreach. It was noted that Admitted Student Day will be held on April 16, 2016.

6. Next Meeting Date

March 17, 2016

7. Adjournment

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

Respectfully submitted,

Kelly Donahue
Executive Administrative Assistant