

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
October 29, 2015  
9:30 a.m. – 10:20 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 Information
  - 5.1 Enrollment Update
  - 5.2 Recruitment Update
  - 5.3 Retention Update
6. Next Meeting Date – *December 11, 2015*
7. Adjournment

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

**Date/Time:** 10/29/2015 -- 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 October 29, 2015 Board of Governors meeting

**Notes:**

This is a compliant meeting.

**Meeting was approved : 10/15/2015 2:21:55 PM**

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
Minutes  
September 10, 2015**

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

Ms. Ashley Schumaker, Chief of Staff and Special Assistant to the President, called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 9:30 a.m.

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

**2. Election of Committee Chair**

Ms. Schumaker asked for a nomination of Committee Chair. Dr. Thralls nominated Ms. Pitchford, and it was seconded by Mr. Payton. The nomination was accepted by vote of the Committee.

**3. Election of Presiding Officer in Absence of Committee Chair**

Ms. Pitchford nominated Dr. Thralls as Presiding Officer in Absence of Committee Chair, and it was seconded by Mr. Payton. The nomination was accepted by vote of the Committee.

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

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

**5. Review and Approval of Agenda**

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

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

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

**7. University Recommendations and Reports**

**7.1 Recruitment Update**

Director of Admissions Amanda Anderson provided an overview of freshman applications, both in-state and out-of-state, noting a 15 percent increase from 2014 to 2015. Mrs. Anderson highlighted freshman applications by county, noting significant growth with in-state applications despite a slight decrease in Kanawha and Putnam counties. Mrs. Anderson reported a 27 percent increase in freshman admits, both in-state and out-of-state, from 2014 to 2015. Although indicators seemed strong, the University did not experience the enrollment growth

in the freshman class. Mrs. Anderson noted that Admissions staff will review the strategies that worked well this year and expand those efforts in the future, while focusing on research and data to support future enrollment growth, specifically adjusting communication and outreach.

Ms. Pitchford inquired if students provided specific reasons for not attending West Virginia State University. Mrs. Anderson responded that some individuals reported cost as a concern; however, that is not an uncommon response. Mrs. Anderson advised that she will be speaking with high school counselors in order to gain a better understanding of the reasons why students choose to attend a different institution or not attend at all.

Dr. Thralls inquired about efforts in Kanawha and Putnam counties to increase interest in West Virginia State University. Mrs. Anderson responded that the Admissions staff are highly visible in local schools by visiting two to three times a week during the traditional recruitment period. Mrs. Anderson also reported that on-campus events have been held for many local high school students.

Vice President for Enrollment Management and Student Affairs Kitty McCarthy noted that overall enrollment from Kanawha and Putnam counties has increased. Dr. Thralls inquired if that was a function of increased retention. President Hemphill responded affirmatively and highlighted the importance of not only recruiting, but retaining students.

## **7.2 Enrollment Update**

Vice President McCarthy provided an overview of the ten-day census, including an increase in early enrollment students, out-of-state students, first-time graduate students, and PROMISE scholars. Vice President McCarthy also noted an increase in first-year retention from 58.1 percent in 2014 to 59.7 percent in 2015.

President Hemphill reported the ten-day census headcount enrollment of 3,218 students this year, compared to 2,897 students last year. President Hemphill noted that several students have outstanding financial obligations to the University, which may result in withdrawal from their courses. Ms. Pitchford inquired when the University experienced that level of enrollment. Vice President McCarthy responded in the year 2010 when the community and technical college students were included in the overall headcount enrollment. President Hemphill noted that, in addition to an increased number of students, credit-hour production also increased.

## **8. Next Meeting Date**

October 29, 2015

## **9. Adjournment**

With there being no further business, the meeting adjourned at 10:18 a.m.

Respectfully submitted,

Ashley Schumaker  
Chief of Staff/Special Assistant to the President