

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
September 10, 2015
9:30 a.m. – 10:20 a.m.
Agenda**

1. Call to Order and Roll Call
2. Election of Committee Chair Action
3. Election of Presiding Officer in Absence of Committee Chair Action
4. Verification of Appropriate Notice of Public Meeting Action 2
5. Review and Approval of the Agenda Action 1
4. Review and Approval of Minutes of the Previous Meeting Action 3
5. University Recommendations and Reports
 - 5.1 Recruitment Update
 - 5.2 Enrollment Update
6. Next Meeting Date – *October 29, 2015*
7. Adjournment

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

Date/Time: 9/10/2015 -- 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 September 10, 2015 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 8/31/2015 3:53:29 PM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
June 18, 2015**

1. Call to Order and Roll Call

Committee Chair Lipscomb called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 9:32 a.m.

Present: Dr. Guetzloff, Mr. Lipscomb, Ms. Pitchford, and Dr. Thralls. Several members of the administration 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. Ms. Pitchford made the motion, and it was seconded by Dr. Thralls. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

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

5. University Recommendations and Reports

5.1 Recruitment Update

Director of Admissions Amanda Anderson said the University continues to see an increase in freshman applications, representing a 17 percent increase over last year with a 27 percent increase in-state and a nine percent increase in out-of-state applications for freshmen. Such increased activity has resulted in a growing number of freshman admits, a 27 percent increase over last year. Ms. Pitchford inquired regarding the freshman admission goal for the University. Mrs. Anderson advised that the Vision 2020 goal for fall 2015 is 505 freshman students.

Mrs. Anderson also provided an overview of transfer activity, which has increased by 11 percent in applications, seven percent in admits, and six percent in confirmations over last year. Mrs. Anderson stated that high school visits and college tours increased in recent years, thereby building stronger relationships with top feeder schools and counties across the state. Such outreach has positively impacted both freshman and transfer activity.

Dr. Thralls inquired if there was a way to perform a yield analysis by high school/county and in-state/out-of-state. Mrs. Anderson responded that EMAS has the capability to perform detailed analysis, which the University will utilize moving forward now that several years of reliable data are available. Mrs. Anderson indicated that such analysis will allow the University to become more strategic moving forward.

There was a general discussion regarding orientation, as well as student advising and registration. Dr. Guetzloff shared his experience regarding orientation for his son, who will be a freshman during the Fall 2015 semester. He encouraged Enrollment Management and Student Affairs to provide a full schedule of all orientation activities, including a breakdown of individual activities and associated times, well in advance of the orientation date in order to allow adequate time for proper planning and to ease any anxiety experienced by students and their families.

Dean of the College of Business and Social Sciences David Bejou recommended pre-registering students for classes in order to provide increased service. Dr. Guetzloff inquired about any impact on pre-set scheduling with the change in the University's general education requirements. Provost and Vice President for Academic Affairs Kumara Jayasuriya responded that the new requirements are not yet in place. President Hemphill responded that taking appropriate courses is critical for all students, especially freshmen in order to build their educational foundation for future years.

6. Next Meeting Date

September 3, 2015 (Tentative)

7. Adjournment

Before adjourning the meeting, Chair Lipscomb recognized Vice President for Enrollment Management and Student Affairs Kitty McCarthy to provide several updates.

Vice President McCarthy noted an administrative area name change from Student Activities to Student Life and Engagement, as well as the hiring of an Assistant Vice President to oversee the operation and function of the area. Dr. Guetzloff inquired if that was the addition of another position or a change in the current Director of Student Activities position. Vice President McCarthy responded that the two positions are being consolidated.

Vice President McCarthy provided an overview of the English as a Second Language (ESL) program, which recently welcomed a cohort of 61 students. She noted excitement across the campus community as the first summer cohort arrived and began their studies on English language and American culture.

With there being no further business, the meeting adjourned at 10:04 a.m.

Respectfully submitted,

Ashley Schumaker
Chief of Staff/Special Assistant to the President