

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
January 28, 2016
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
 - 5.1 Recruitment Update
6. Next Meeting Date – *March 17, 2016*
7. Adjournment

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

Date/Time: 1/28/2016 – 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 January 28, 2016 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 1/8/2016 4:23:37 PM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
December 11, 2015
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 9:33 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 Agenda

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

4. Review and Approval of Minutes of 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. Thralls. The motion passed.

5. University Recommendations and Reports

5.1 Recruitment Update

Director of Admissions Amanda Anderson provided a presentation on territory management and goals for recruitment and admissions. The territory management process provides consistency with the admissions counselors in terms of research, preparation, and relationship building. She provided an overview on how territories are assigned to the University's admissions counselors.

Once territories are assigned, admissions staff members begin researching territories for recruitment strategies (e.g. demographics, languages, growth rates, average ACT scores, state/local trends, etc.). Based on research results, admissions counselors establish travel schedules for review with Mrs. Anderson. She said there is a large focus on relationship building. Vice President for Enrollment Management and Student Affairs Kitty McCarthy said support staff in high school guidance counselor offices are often the gateway to scheduling visits. Mrs. Anderson noted that relationship building is integrated into EMAS, the University's enrollment management system, and personal emails are sent to the students from their respective admissions counselor.

The territory management process also helps with campus visit programming. As a result, the University's visit program has experienced continual growth and progress. An increased number of high schools are bringing their senior classes to campus for visits, and there is also an increase in the number of middle and elementary schools visiting campus for tours.

The Committee also discussed the admissions recruitment cycle. Mrs. Anderson highlighted the different phases of the cycle. Recruitment efforts carried out during the cycle include completing the current term of recruitment and transitioning to new recruitment terms, attending college fairs, high school visits, hosting individual and group campus visits, beginning outreach to students, enrollment and orientation planning with new students, and travel planning.

Mrs. Anderson provided information about territory data drivers and highlighted examples of tracking methods. In addition, she reported on goal setting. Goals are set for benchmarks, accountability, and on-going assessment. Mrs. Anderson and Vice President McCarthy review the information regularly to determine what methods are effective and those that need to be adjusted.

The Committee also received information on how goals are set through enrollment trends and historical data. Mrs. Anderson noted that this information assists admissions staff in order to ensure goals are realistic, yet also challenging and force staff to think creatively to meet the benchmarks. Ms. Pitchford inquired if the University is benchmarking with similar institutions or benchmarking internally. Mrs. Anderson stated it is primarily internal, but staff members also review and consider national trends when setting goals.

Committee discussion was held regarding recruiters and the possibility of utilizing regional recruiters in the future. Dr. Thralls inquired about Christian schools, private schools, and home-schooled students and how staff members conduct outreach to those students. Mrs. Anderson stated that, often, those students find the University on their own; however, some students are found through name buys, ACT scores, etc.

Dr. Guetzloff inquired about online degree programs and whether The Learning House will provide a report to the University. Vice President McCarthy indicated it is her understanding that the group will submit reports.

6. Next Meeting Date
January 28, 2016

7. Adjournment
With there being no further business, the meeting adjourned at 10:21 a.m.

Respectfully submitted,

Crystal Walker
Executive Assistant to the President
Campus Events Coordinator