

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
January 26, 2017  
9:30 a.m. – 10:20 a.m.  
Agenda**

1. Call to Order and Roll Call – Committee Chair Paul Konstanty, 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 Recruitment & Retention Update
6. Next Meeting Date – *March 16, 2017*
7. Adjournment

West Virginia State University  
*Recruitment and Retention Committee*

Date/Time: 1/26/2017 --9:30AM

Location:

West Virginia State University  
Erickson Alumni Center  
Weisberg Lounge  
Institute, WV

Purpose: To conduct the regular business of the Committee in preparation for the January 26, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved: 1/17/2017 8:08:05 AM

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
Minutes  
November 10, 2016**

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

Mr. Paul Konstanty called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 9:36 a.m.

**Present:** Dr. Thomas Guetzloff, Mr. Paul Konstanty, Mr. Chuck Jones, Jr, and Dr. John Thralls. Several members of the administration, faculty, and staff were also present.

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

Mr. Konstanty announced the Verification of Appropriate Notice of Public Meeting.

3. **Review and Approval of Agenda**

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

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

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

5. **University Recommendations and Reports**

**5.1 Recruitment Update**

Mrs. Amanda Anderson provided the 30-day census data for fall 2016. Undergraduate enrollment is at 3,391, an increase of 9.1 percent over fall 2015. Graduate enrollment is at 123, an increase of 108.5 percent over fall 2015. Total enrollment is at 3,514, an increase of 11 percent over fall 2015. First-Time Freshmen is at 423, an increase of 15.9 percent over fall 2015. Transfer enrollment is at 229, a small decline of 2.1 percent over fall 2015. Mr. Konstanty posed the question of why there was a decline. Mrs. Anderson attributed the decline to the timing of communication with transfer students, scholarships, and two plus two programs. President Jenkins added there needs to be a better pipeline with two-year partners. President Jenkins also noted the Direct Connect Program and reverse articulation.

In-state undergraduate is at 3,082, an increase of 7.6 percent over fall 2015. By county, Kanawha increased 15.7 percent with 2,032 compared to 1,756; Putnam had a decline of 10 percent with 412 compared to 458; Boone increased 16.5 percent with 311 compared to 267; Mason had a decline of 51.8 percent with 27 compared to 56; Lincoln had a decline of 12 percent with 44 compared to 50; other counties had a decline of 7.2 percent with 256 over 276. Out-of-state (includes International) had a growth of 24.2 percent with 303 over

244. Dr. Thralls posed the question of how WVU Tech moving to Beckley is impacting the University. Mrs. Anderson mentioned additional high school visits had been added in that area. In-state graduate enrollment increased by 145.2 percent with 103 compared to 42. Out-of-state graduate enrollment increased by 17.6 percent with 20 compared to 17.

The Committee received a breakdown on retention cohort rates for fall of 2012, 2013, 2014, and 2015. The Committee also received a graduation rate chart of the fall 2010 cohort enrollment.

Mrs. Anderson discussed retention and the need for a renewed focus. Mr. Joe Oden and Mrs. Kellie Toledo were present for feedback and discussion. Areas of focus for the retention committee are advising, course scheduling and offerings, first and second year experience courses, new student orientation, student life, and data driven decision making. The advising focus included the need for training, relationship building, and guidance. The course scheduling and offerings focuses on proper rotation of courses for timely graduation, when courses are offered, and electives students want. First and second year experience courses focuses on the possibility of adding a second year experience course and monitoring students from not only first-to-second year, but also second-to-third year. New student orientation would focus on scheduling of events, information provided at said events, and what the students can take away from orientation. The student life focus would be on activities, services offered, and relationship building. In addition to the above focus areas for housing, Mrs. Anderson stated that a new housing software called Simplicity will be implemented. Discussion was held on data driven decision making and the need for involvement by all faculty and staff to input data and add documentation. Mrs. Anderson announced the implementation of retention software called EMAS. Mrs. Toledo is overseeing this software implementation. The Committee was given detailed information about the new software. The software will be available for faculty/staff to access retention data.

6. **Next Meeting Date**  
January 26, 2017

7. **Adjournment**  
With there being no further business, the meeting adjourned at 10:31 a.m.

Respectfully submitted,

Brooke Bailey  
Executive Assistant