

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
April 27, 2017  
9:00 a.m. – 10:00 a.m.  
Agenda**

1. Call to Order and Roll Call – Committee Chair Paul Konstanty, presiding
2. Verification of Appropriate Notice of Public Meeting 2
3. Review and Approval of the Agenda 1
4. Review and Approval of Minutes of the Previous Meeting 3
5. University Recommendations and Reports
  - 5.1 Recruitment & Retention Update
6. Next Meeting Date – *June 15, 2017*
7. Adjournment

West Virginia State University  
*Recruitment & Retention Committee*

Date/Time: 4/27/2017 --9:00AM

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 April 27, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved: 4/19/2017 10:27:21 AM

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
March 16, 2017  
Minutes**

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 9:35 a.m.

**Present:** Dr. Thomas Guetzloff, Mr. Jones, Mr. Mark Kelley, Mr. Paul Konstanty, Ms. Shealyn Shafer 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. Mr. Kelley made the motion, and it was seconded by Ms. Shafer. 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. Thralls made the motion, and it was seconded by Ms. Shafer. The motion passed.

5. **University Recommendations and Reports**

**5.1 Recruitment Update**

Ms. Ashley Weir, Director of Admissions, provided data for first-time freshman applications for the fall 2017. As of March 15, applications were at 6,794, compared to 6,597 for fall 2016, an increase of 3 percent. In-state first-time freshman application numbers saw an increase of 2 percent (1,737 to 2,179); out-of-state first-time freshman applications decreased 4 percent (4,842 to 4,615). Ms. Weir stated that the Admissions Office plans to do outreach at more out-of-state schools, as well as host more events on campus. Ms. Weir said that the Admissions Office is increasing high school visits in feeder states and teaming with alumni in these states to attend college fairs. She also stated that the Admissions staff has recently been asked by several high schools for return visits. First-Time Freshman application numbers were broken down by WV counties: Kanawha decreased 10 percent with 419 compared to 468, Putnam increased 65 percent with 209 compared to 127, and overall applications from all WV counties increased 36 percent with 1,142 compared to 1,551.

Ms. Weir presented the Committee with areas of emphasis the Admissions Office would be focusing on including continuous outreach, the push for application completion, and relationship building. In addition to the outreach of the Admissions staff, alumni chapters in different states will also be attending fairs. Mrs. Amanda Anderson stated attendance

at spring fairs would have two major focuses: continuing to work with high school seniors and to begin talks with high school juniors as they start increasing their college search process.

Ms. Weir presented the Committee with yield activities and messaging. Yield activities include: additional email notifications, scholarships (being awarded quickly), text messaging, social media, and weekly call nights by staff. Several questions were posed regarding scholarships. Dr. Thralls asked what the difference was between an admitted student and a confirmed student. Mrs. Anderson said a confirmed student has stated they are accepting their admittance to WVSU.

Beginning this summer, the New Student Orientation fee will increase from \$40 to \$75. This will help with orientation costs to make it more interactive and enjoyable to better engage the students. Ms. Weir is working with the Admissions counselor assigned to transfer students to evaluate those recruitment initiatives. Transfer applications have decreased by 15 percent from 174 in fall 2016 to 147 in fall 2017; however, transfer admits increased 58 percent from 29 in fall 2016 to 46 in fall 2017. Transfer confirmations increased 50 percent from 8 in fall 2016 to 12 in fall 2017. Mrs. Anderson stated that the Financial Aid numbers look great compared to this time last year. This is due in part from assessing awards early, as well as the new prior-prior year submission options.

Dr. Kumara Jayasuriya and Mrs. Kellie Toledo are co-chairing the Retention and Student Success Council, which has identified eight high impact practices. There is a subcommittee for each initiative. The first subcommittee is 2020 Graduates. This initiative is designed to give all first-year freshmen an opportunity to explain any barriers or issues they are facing. The subcommittee has asked the freshmen to complete a survey about their experience, their commute, and services that are provided to them. The surveys were submitted anonymously and the data will be presented at the next meeting. Dr. Guetzloff stated the surveys should be required in the First-Year Experience classes for students. Dr. Thralls asked who on campus will have access to the survey data, and President Jenkins stated that the data will be shared across the institution.

The second subcommittee is Talented Yellow Jackets. This committee, led by Ms. Joann Ross, will work to identify at-risk students and provide them with programs and/or strategies to help retain and move these students to graduation. Mr. Kelley asked how this would be achieved. Dr. Jayasuriya said students would be identified by their incoming ACT/SAT scores, as well as their GPA. President Jenkins added that predictive analytics needs to be used, as well as knowing individual barriers. He also stated that students also need to be followed from third-to-fourth year, not just from 1<sup>st</sup> to 2<sup>nd</sup> year.

The third subcommittee involves the new EMAS Retention Pro software. This will replace faculty referral and allow for faculty to identify struggling students quickly and more efficiently. Faculty and staff training will begin after Spring Break. Dr. Guetzloff asked if there will be online training as well as in person training. He stated that it would be good for adjuncts as well as a refresher course for those that have been trained. Mrs. Anderson stated that each department will have a trained staff member that can help with training and implement software. EMAS will also be available to RA's to report information regarding student problems. The contracted dining services provider will

have access to EMAS to report which student have not utilized their meal cards for a number of days showing that there is a problem and a mentor can reach out to address the issue.

The fourth subcommittee is a 60/90 Credit Hour Audit. Students will meet with department chairs after completing both 60 and 90 credit hours to ensure they are on track for graduation. Each student will have a pattern sheet showing the classes that they have taken and what will need to be completed for graduation.

The fifth subcommittee is Mentoring. This will be a program starting in June 2017 for first-time freshmen where they will be paired with mentors who will periodically check in with the freshmen. A group of faculty members will oversee the student mentors. Mr. Konstanty asked if the mentors will be paid, to which Dr. Jayasuriya responded that the mentors will be volunteers. The Foundation may be able to raise the funds needed to pay for the mentors' lunch when meeting with students. The budget would be \$5 per lunch and no more than \$10,000 per year. The students will not need funds as they have meal plans. The pilot program will be small to ensure the model is successful before expanding.

The sixth subcommittee deals with the First-Year Experience classes. Currently, these classes are structured as one 3 credit hour course. This subcommittee is looking at the possibility of changing it to three 1 credit hour classes.

The seventh subcommittee focuses on overseeing the possible development of a First-Year Advising Center. This would give individual attention to first-year students.

The eighth subcommittee will focus on Customer Service feedback.

6. **Next Meeting Date**  
April 27, 2017

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

Respectfully submitted,

Rhonda Brogan  
EMSA Executive Administrative Assistant