

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
June 15, 2017  
9:30 – 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 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
7. Adjournment

**West Virginia State University**  
*Recruitment & Retention Committee*

**Date/Time:**6/15/2017 -- 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 June 15, 2017 Board of Governors meeting.

**Notes:**

This is a compliant meeting.

Meeting was approved : 6/6/2017 8:10:30 AM

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
Minutes  
April 27, 2017**

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 9:06 a.m.

**Present:** Dr. Guetzloff, Mr. Kelley, Mr. Konstanty, Ms. Shafer, Mr. Jones and Dr. 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 Mr. Jones. The motion passed.

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

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

5. **University Recommendations and Reports**

**5.1 Recruitment Update**

Ms. Jameelah Means provided data for First-Time Freshman applications for the fall of 2017 compared to the fall of 2016. As of April 22, applications were at 7,077, a one percent increase from the fall of 2016 (7,007). In-state First-Time Freshman application numbers saw an increase of 18 percent (1,813 to 2,145). Out-of-state First-Time Freshman application numbers decreased five percent (5,194 to 4,932). Mr. Konstanty asked about the decrease in applications for out-of-state freshmen. Ms. Means stated the admissions office did not attend certain out-of-state events because it was not cost effective for the amount of students that applied for admission. The admissions office has plans to do outreach at more out-of-state schools as well as planning events on campus. Ms. Means reiterated that the admissions office will continue to focus on visiting these feeder states in the summer. They currently have a recruiter out-of-state today at a recruiting event.

Ms. Means said that the admissions office is increasing high school visits in feeder states as well as teaming with alumni in feeder states to attend college fairs. Ms. Means stated that the admissions office has recently been asked by several high schools for return visits. First-Time Freshman application numbers were also broken down by West

Virginia counties: Kanawha decreased 15 percent with 432 compared to 513, Putnam increased 102 percent with 209 compared to 103, and overall applications from all West Virginia counties increased 28 percent with 1,504 compared to 1,167. Dr. Thralls asked for a breakdown of freshmen from the schools in Kanawha, Putnam and Cabell counties. Mr. Oden stated they would have the breakdown at the June meeting.

Total freshman admits for fall 2017 has decreased by nine percent in fall 2017 (2,752) compared with fall 2016 (3,034). Admissions attributes this decrease to missing documentation from student application packages. The department is making weekly calls, emailing, and texting the students trying to get the students to turn in the needed documentation. Also, admissions had counselors going to high schools last week trying to get the documentation that is need to complete the admissions process. Freshman admits in Kanawha County decreased by 36 percent in 2017 (173) compared to 2016 (272). Putnam County decreased by 16 percent in 2017 (71) compared to 2016 (85). All other counties in West Virginia decreased by 27 percent in 2017 (362) compared to 2016 (497). As of April 22, total freshman confirmations for fall 2017 (240) decreased 54 percent compared with 2016 (525).

Ms. Means presented the Committee with yield (converting admitted students to confirmed students) activities and messaging. Yield activities include: additional email notifications, scholarships (being awarded quickly), text messaging, social media, and weekly call nights by staff. Ms. Means stated that communication with the student is key to completing enrollment. Transfer applications decreased by eight percent to 270 in fall 2017 from 294 in fall 2016. However, transfer admits increased by 13 percent to 86 in fall 2017 from 76 in fall 2016. Transfer confirmations increased by 30 percent to 34 in fall 2017 from 26 in fall 2016. Mr. Konstanty inquired about the transfer-out rate. Admissions does not track the actual numbers, but on average 10-15 percent of incoming freshmen will transfer out. Dr. Jenkins is currently working on a direct connect program with New River and BridgeValley for a 2+2 program where their students will be able to access University campus activities before they enroll with WVSU to entice them to the 2+2 program.

The Committee received a financial aid update for 2017-2018. As of April 20, the financial aid office received 4,702 FAFSA records, compared to 4,089 in April 2016. Staff distributed 683 FTF paper award notices, compared to 551 in April 2016, and packaged 1,519 students for 2017-2018.

Updates were provided on the Retention and Student Success Council. The Council is co-chaired by Dr. Kumara Jayasuriya and Mrs. Kellie Toledo. The newly formed 2020 Graduates subcommittee was tasked to create a freshman check-in mechanism. This process is to be completed in the fall and spring semesters as a way to gather an understanding of the student perception at the University. Spring 2017 was the first freshman check-in event. This event ran concurrently with the One-Stop Registration event on March 13, 2017. The One-Stop Registration event is in its second iteration. The subcommittee will continue the administration of the survey to gather more data. After analyses are complete, they will look for any consistent area that need further

clarification or would benefit from contextual information. The Talented Yellow Jackets subcommittee identifies at-risk students and provides them with programs and/or strategies to help retain and ensure that students graduate. Dr. Jayasuriya said students would be identified by their in-coming ACT/SAT scores as well as their GPA. The new EMAS Retention Pro software training will begin next week for faculty. This will replace the faculty referral and allow for faculty to identify struggling students quickly and more efficiently. In addition, the software will help identify which students are leaving and hopefully their reason for doing so. EMAS will be available to RA's to report information regarding student problems. The dining service staff will have access to EMAS to report which students have not utilized their meal cards for a number of days. The 60/90 credit hour audit proposals have been submitted to the President for his approval. Students will meet with 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 they have taken and what needs to be completed for graduation. The Mentoring subcommittee is moving forward, but needs approximately 50 upper classmen to mentor freshmen. Leadership courses will be offered to the mentors as a benefit. This program begins in June 2017 for First-Time Freshmen, who will be paired with student mentors who will periodically check in with them. A group of faculty members will oversee the student mentors.

6. **Next Meeting Date**  
June 15, 2017

7. **Adjournment**  
With there being no further business, the meeting adjourned at 10:01 a.m.

Respectfully submitted,

*Rhonda Brogan*

EMSA Executive Administrative Assistant