

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
March 16, 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 – *April 27, 2017*
7. Adjournment

West Virginia State University
Recruitment & Retention Committee

Date/Time: 3/16/2017 -- 9:30 AM

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 March 16, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved: 3/6/2017 8:23:06 AM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
Minutes
January 26, 2017**

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

Mr. 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. Guetzloff, Mr. C. Jones, Mr. Kelley, Mr. Konstanty, Ms. Shafer 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. 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 compared to fall 2016. As of January 21, applications were at 5,834, an increase of 5% over fall of 2016. In-state applications increased 116% (1,530 to 3,299). Out-of-state applications decreased 37% (4,038 to 2,535). Ms. Weir stated that the Admissions Office is making plans to do outreach at more out-of-state schools, as well as planning events on campus. Mr. Kelley and Dr. Thralls inquired about the role Royall and Company played in applications. Mrs. Anderson stated that Royall was critical because of its resources and ability to capture information, as well as messaging students to remind them about items such as transcript submission and reminders to complete applications, which are critical. Mrs. Anderson and Ms. Weir said the Admissions Office is increasing high school visits in feeder states and teaming with alumni in feeder states to attend college fairs. First-Time Freshman application numbers were also broken down by West Virginia counties: Kanawha increased 82% with 686 compared to 376, Putnam increased 81% with 185 compared to 102, and overall applications from all counties increased 130% with 2,428 compared to 1,052.

Ms. Weir provided an update on areas of emphasis the Admissions Office would be focusing on including continuous outreach, the push for application completion, and relationship building. The Committee also viewed a spring travel schedule for Admissions staff, along with travel from alumni chapters in different states that will also be attending fairs. Mrs. Anderson stated the main focuses at spring fairs will be “sealing the deal” with high school seniors and beginning talks with high school juniors and starting the outreach process with them. Mr. C. Jones posed the question of what is the biggest reason students are not attending WVSU. Ms. Weir stated the thing heard most was students could not afford to attend and the distance from home. Mrs. Anderson said In-state the focus would be to push academic scholarships. She made the point that if students were receiving the WV Promise Scholarship and also received academic scholarships from the University, they could potentially graduate debt free.

Ms. Weir presented the board with yield (converting admitted students to confirmed students) activities and messaging. Yield activities include a Black and Gold Day (February 20, 2017), additional email notifications, scholarships (being awarded quickly), text messaging, social media, and weekly call nights by staff. Several questions were posed regarding scholarships.

Dr. Jayasuriya and Mrs. Toledo are co-chairing a newly formed Retention Committee. The committee has chosen 8 HIP’s (high impact practices) to focus on. There is a subcommittee for each initiative. The first subcommittee is 2020 graduates. This is a program designed to give all first-year freshman an opportunity to explain any barriers or issues they are facing. The second subcommittee is Talented Yellow Jackets. This committee identifies at-risk students and provides them with programs and/or strategies to help retain and ensure that students graduate. Mr. Kelley asked how this would be achieved. Dr. Jayasuriya said students would be identified by their in-coming ACT/SAT scores, as well as their GPA. President Jenkins added that predictive analytics need to be used as well as knowing individual barriers. He also stated that students need to be followed from third to fourth year and not just from first to second year. The third subcommittee involves the new EMAS Retention Pro software. This will replace faculty referral and allow faculty to identify struggling students quickly and more efficiently. The fourth subcommittee is a 60/90 credit hour audit. Students will meet with chairs after completing both 60 and 90 credit hours to ensure they are on track for graduation. The fifth subcommittee is Mentoring. This will be a program starting in June 2017 for First-Time Freshmen. First-Time Freshmen will be paired with mentors who will periodically check in with students. A group of faculty members will oversee the student mentors. The sixth subcommittee deals with First Year Experience classes. Currently, the FYE class is one 3 credit hour class. This subcommittee is looking at turning this class into three 1 credit hour classes. The seventh subcommittee is overseeing the possible development of a First Year Advising Center. This would give individual attention to first year students. The Eighth subcommittee will be for Customer Service feedback.

6. **Next Meeting Date**
March 16, 2017

7. **Adjournment**

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

Respectfully submitted,

Brooke Bailey
EMSA Executive Assistant