

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
September 15, 2016
9:30 – 10:20 a.m.
Agenda**

1. Call to Order and Roll Call
2. Election of Committee Chair Action
3. Election of Presiding Officer in Absence of Committee Chair Action
4. Verification of Appropriate Notice of Public Meeting Action 2
5. Review and Approval of the Agenda Action 1
4. Review and Approval of Minutes of the Previous Meeting Action 3
5. University Recommendations and Reports Information
 - 5.1 Recruitment Update
6. Next Meeting Date – *November 10, 2016*
7. Adjournment

<p style="text-align: center;">West Virginia State University <i>Recruitment and Retention Committee</i></p>
<p>Date/Time: 9/15/2016 – 9:30 AM</p>
<p>Location: West Virginia State University, Erickson Alumni Center, Weisberg Lounge, Institute, WV</p>
<p>Purpose: To conduct regular business of the Committee in preparation for the September 15, 2016 Board of Governors meeting.</p>
<p>Notes: This is a compliant meeting.</p>
<p style="text-align: center;">Meeting was approved : 9/7/2016 11:58:06 AM</p>

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
June 16, 2016
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 9:30 a.m.

Present: Dr. Guetzloff, 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 the Agenda

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

4. Review and Approval of Minutes of the Previous Meeting

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

5. University Recommendations and Reports Information

5.1 Recruitment Update

Vice President Kitty McCarthy provided a presentation on fall 2016 freshman applications and confirmations. Freshman applications have continued to see growth with a 150 percent increase (7,297 applications in 2016 compared to 2,881 applications in 2015). Of the 7,297 applications, 1,928 are in-state and 5,396 are out-of-state.

As of June 16, 592 applications are from Kanawha County, 145 applications are from Putnam County, and 1,191 are from other counties. There has also been an increase in the number of state high schools bringing students to visit the campus.

Total freshman admits for fall 2016 are 3,185, an increase of 150 percent over last year. Freshman confirmations are at 403; approximately 240 confirmations are from out-of-state and 149 are in-state, with 134 from Kanawha County, 28 from Putnam County, and 112 from other counties. The out-of-state confirmations include 46 from Maryland, 34 from Ohio, 17 from Virginia, and 9 from D.C. Total transfer applications are up 12 percent, with 421 for fall 2016 compared to 388 applications in 2015; transfer admits are 172 compared to 152 last year.

To date, Keith and Dawson Halls are at maximum capacity for fall 2016, and additional new student housing applications are expected. Sullivan Hall is being prepared for overflow housing.

Registrations for New Student Orientation are currently at 313 students compared to 259 students in 2015, an increase of 21 percent. Director of Admissions Ashley Weir presented on summer activities. Admissions staff is continuing two evening call sessions each week throughout the summer until fall 2016 semester starts, as well as messaging and outreach for late applications. In addition, staff is helping with walk-ins at New Student Orientation.

Royall and Company data was presented to the Committee. Because of the partnership, the University has gained 80 confirmations, of which 54 percent are in-state students. The average GPA is 3.09 with a 20.02 ACT and an 887 SAT scores. There was a discussion about the Common Application. The University does not currently utilize the Common Application, but it may be considered following a few more years of solid application growth. It was also added that Admissions staff has maintained its commitment to turn applications over within 7-10 days.

Assistant Professor, Andre Schedl, Physics, was invited by Dr. Tom Guetzloff to speak with the committee about student recruitment for the Energy Management program at WVSU.

6. Next Meeting Date

September 28, 2016 (Tentative)

7. Adjournment

With there being no further business, the meeting adjourned at 10:15 a.m.

Respectfully Submitted,

Kelly Donahue
Executive Administrative Assistant for
Enrollment Management & Student Affairs