

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Weisberg Lounge
April 6, 2018
9:15 a.m. – 9:45 a.m.
Agenda**

1. Call to Order and Roll Call – Committee Chair Dr. Ann B. Smith, presiding

2. Verification of Appropriate Notice of Public Meeting Action "2

3. 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 McDowell County Initiative

 - 5.2 Scholarship Portal

 - 5.3 EMSA and National Alumni Collaboration for Annual Conference

6. Next Meeting Date – *May 11, 2018*

7. Adjournment

West Virginia State University
Recruitment and Retention Committee of the Board of Governors

Date/Time: 4/6/2018 -- 9:15 AM

Location:

Erickson Alumni Center
Weisberg Lounge
West Virginia State University
Institute, WV 25112

Purpose: To conduct the regular business of the Committee in preparation for the April 6 Board of Governors meeting

Notes:

This is a compliant meeting.

Meeting was approved : 3/27/2018 4:25:02 PM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Minutes
Erickson Alumni Center, Weisberg Lounge
January 25, 2018
9:30 a.m. – 10:20 a.m.**

1. Call to Order and Roll Call

Dr. Smith called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 9:45 a.m.

Present: Mr. Konstanty, Mr. Roberts, and Dr. Smith. Several members of the administration, faculty, and staff were also present.

2. Verification of Appropriate Notice of Public Meeting

Dr. Ann Brothers Smith announced the Verification of Appropriate Notice of Public Meeting.

3. Review and Approval of Agenda

Dr. Smith asked for approval of the agenda. Mr. Konstanty made the motion to approve the agenda as it was presented and it was seconded by Mr. Roberts. The motion passed.

4. Review and Approval of Minutes of Previous Meeting

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

5. University Recommendations and Reports

The Admissions Office is working diligently on recruitment efforts. Staff acquire inquiries by visiting high schools, college fairs, campus visits, and student submitted ACT/SAT test scores. The Office has initiated enhanced recruitment strategies that encompass a new approach. This includes purchasing names for new prospects from ACT/SAT, student inquiries from submitted FAFSAs, and qualify admitted students from New Student Orientation and housing data. The University will be utilizing an integrated data-driven enrollment management methodology strategy to enhance these strategies.

Currently, staff use general messaging to high school seniors through direct mail, email, phone calls, and text messaging. Through personalization frequency, staff will enhance high school senior inquiries and applicant pool. Freshmen, sophomore, and junior plans as well as parent/family plans, will be implemented. In addition, the transfer student plan will be updated. Enhanced communication strategies include target engagement initiatives with regional feeder schools to promote the Loyalty Program; engage local community colleges to promote our Straight to State initiative to community college transfer coordinators. Efforts are underway to implement opportunities to engage in recruitment efforts.

The Committee received an update on New Student Orientation (NSO) strategies. Enhanced include a five-prong approach that aligns with more intentional collaborations developed from an

integrated data-driven methodology. The first approach is to increase engagement with admitted students. This will include developing new communications pieces to nourish new admits, along with additional collaborations with faculty. We initiated one collaboration during our last New Student Orientation, which was to promote 15 to finish. We posted signs, included advertisements in NSO packets, and placed these promotional pieces on tables in the dining hall during lunch. Additionally, there will be a SGA Welcome Letter to new admits. Finally, we will use text to promote NSO registration.

Career Services presented on the Sigi3 (System of Interactive Guidance and Information) program. This program features a complete self-assessment, examines potential career endeavors, determines aligned academic pathways, and helps students establish short- and long-term career and academic development plans. Staff are promoting Sigi3 in New Student Orientation, First-Year Student Experience courses, and student consultations. They are implementing an enhanced strategy to promote Sigi3 to all WVSU students by adding awareness and assessments to target military and veteran, transfer, and international students. Demonstrations on Sigi3 will be given during Welcome Days to all new students. Staff will also increase outreach to current students and faculty about awareness of the tool.

6. Next Meeting Date: April 6, 2018

7. Adjournment

With there being no further business, Mr. Konstanty motioned to adjourn. The motion was seconded by Mr. Roberts. The motion was passed and the meeting adjourned at 10:30 a.m.

Respectfully submitted,

Rhonda Brogan
EMSA Executive Administrative Assistant