

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

1. Call to Order and Roll Call
  
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 Recruitment
  - 5.2 Retention
  - 5.3 Career Services – New Initiative
  
6. Next Meeting Date – *April 6, 2018*
  
7. Adjournment

**West Virginia State University**  
***Board of Governors Recruitment & Retention Committee Meeting***

**Date/Time:** 1/25/2018 -- 9:30 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 January 25, 2018 Board of Governors Meeting.

**Notes:**

This is a compliant meeting.

**Meeting was approved : 1/17/2018 11:53:43 AM**

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Meeting Minutes  
Erickson Alumni Center, Weisberg Lounge  
December 8, 2017  
10:00 a.m. – 10:50 a.m.**

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

Dr. Ann B. Smith called the meeting of the West Virginia State University (WVSU) Board of Governors Recruitment and Retention Committee to order at 10:16 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. 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 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 previous meeting minutes. Mr. Konstanty made the motion to approve the minutes, and it was seconded by Mr. Roberts. The motion passed.

5. **University Recommendations and Reports**

**5.1 Recruitment Update**

Mrs. Ashley Weir provided an update on recruitment initiatives. She said the University has terminated the contract with Royall & Company (Royall). The Committee received a comparative data report as of December 5, 2017 comparing the fall 2018 recruitment cycle to fall 2016 and fall 2017 when the University was utilizing Royall's services. Last year, the University received more than 4,700 First-Time Full-Time (FTFT) applications with a little over 1,000 admits. Fall 2017 had a slight bump in transfer applications with a 23 percent increase over fall 2016. There were 4,722 FTFT freshman applications in fall 2017; however, the University only admitted 1,188 FTFT freshmen in fall 2017. FTFT freshmen did have a 94 percent increase from fall 2013 to fall 2018. Staff believe the increase in communication with students and the amount of travel has contributed to the surge in numbers. Fall 2017 and fall 2016 with Royall did not yield the student admits that were anticipated.

Admissions is utilizing an Intent to Enroll form as a tool to help predict an incoming class. The forms are mailed out in the acceptance packet and can be submitted via mail or electronically via the website. For fall 2017, 10 forms were received, and the number has increased to 24 thus far for fall 2018.

Staff is currently focusing on our engagement activities with the Class of 2022, such as the following:

- Congratulations phone calls to admitted students welcoming them to WVSU.
- Out bound calling campaigns to students with incomplete folders – urging them to send in their credentials for evaluation.
- Reaching out to student who did not apply but submitted a FAFSA.
- Reaching out to admitted students from last semester who did not attend through outbound calling. Data was collected through the National Student Clearing House to get a better idea of the students that did not attend WVSU, and staff are in the process of re-recruiting these students.
- Email Campaign.
- Reaching out to students who have not paid their application fee.

This past fall, WVSU joined the HBCU Caravan in Northern California for two weeks touring different community colleges and promoting WVSU. With Dr. Underdue Murph’s experience with this event, the team is anticipating significant yields.

### **5.2 Enrollment Update**

Dr. Yvette Underdue Murph said her area is in the first phase of executing an integrated, data driven enrollment management methodology. Going through this initial phase, her team learned that the data being utilized as a baseline over these last several cycles is unreliable. The data suggest the way it has been entered in is inaccurate. The Enrollment Management and Student Affairs (EMSA) team is doing a manual scrub of all data to be confident that the data is accurate.

Of the 2,200 applications received for fall 2018, 24 students have submitted the Intent to Enroll form. Staff are working to process the remaining applications and determine missing information in order to confirm attendance and complete student files. Dr. Underdue Murph said EMSA is implementing aggressive data-driven strategies to recruit students, particularly in-state and transfer students. She is optimistic and confident that next year at this time that number will be more robust. For example, an open house was held in November and 97 students attended. Staff are looking at how many of those 97 students said they are enrolling for the spring semester, how many are part of the 24 Intent to Enrolls received for fall 2018, etc. The team is also making sure that once they have the data, that the students have a seamless, effective student engagement cycle.

### **5.3 Retention Update**

Mrs. Kellie Toledo gave a presentation on the Mapworks program designed for student retention and will replace faculty referrals to identify at-risk students. Mapworks is a proven student retention and success system that has the flexibility to adapt to the needs of its partnering institutions. Color-coded risk scores identify students who need an intervention. Scores are based on academics, student surveys (non-cognitive data), admissions data and institution specific variables. Students are given an incentive to complete surveys (strength/weakness profile). Mapworks tracks student’s class attendance and if a student did poorly on a quiz/test. Mapworks will pull data from any data field like Banner, student, faculty, housing, military services, accessibilities services and looks at the students as a whole.

Each student has an activity stream that is updated in real time as input is provided by the SIS, LMS and faculty/staff members. Stream is visible to all faculty/staff assigned to a student’s team, eliminating redundant outreach and allowing outreach to be tracked from start to finish. Mapworks has 40 predictive retention models (new students, continuing

students, honors, athletes, etc.), as well as partnered implementation and consulting to assist with key decisions and determining key staff and faculty that need to be involved. Dr. Smith asked if WVSU has a budget in place to pay for Mapworks. Mrs. Toledo stated that when the EMAS retention program discontinued, EMAS refunded all funds the University had paid for the program, and those funds have been reallocated for Mapworks. Dr. Underdue Murph stated that she has experience with Mapworks and it is very compatible with Banner, user-friendly and more affordable over the Starfish retention program. The team reviewed other retention programs like Starfish, for which the upstart is \$100,000 and \$50,000 to 70,000 to maintain verses Mapworks upstart cost of \$40,000 and \$17,000 to \$20,000 to maintain.

6. **Next Meeting Date**  
January 25, 2018

7. **Adjournment**  
With there being no further business, Mr. Konstanty motioned to adjourn. The motion was seconded by Mr. Roberts. The motion carried, and the meeting adjourned at 10:55 a.m.

Respectfully submitted,

*Rhonda Brogan*

EMSA Executive Administrative Assistant