

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

1. Call to Order and Roll Call
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 Update
  - 5.2 Enrollment Update
  - 5.3 Retention Update
6. Next Meeting Date – *January 25, 2018*
7. Adjournment

West Virginia State University  
*Recruitment and Retention Committee*

Date/Time: 12/18/2017-- 10:00 AM

Location:

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

Purpose: To conduct regular business of the Committee in preparation for the December 8, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved: 11/28/2017 9:54:23 AM

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
Minutes  
September 14, 2017**

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

Dr. Smith called the meeting of the West Virginia State University (WVSU) Board of Governors Recruitment and Retention Committee to order at 9:44 a.m.

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

**Absent:** Mr. Paul Konstanty and Mr. L. Vincent Williams

2. **Election of Committee Chair**

Mr. Lipscomb nominated Dr. Smith as Committee Chair. There were no other nominations. All were in favor of Dr. Smith being voted as Committee Chair.

3. **Election of Presiding Officer in Absence of Committee Chair**

Dr. Thralls nominated Mr. Lipscomb as Presiding Officer in Absence of Committee Chair. Mr. Roberts seconded the motion. The motion carried.

4. **Verification of Appropriate Notice of Public Meeting**

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

5. **Review and Approval of Agenda**

Dr. Smith asked for approval of the agenda. Dr. Thralls made the motion, and it was seconded by Mr. Lipscomb. The motion passed.

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

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

7. **University Recommendations and Reports**

**7.1 Royall & Company (Royall) application Cost Analysis**

Mrs. Ashley Weir, Director of Admissions, presented a detailed report on the cost and effectiveness analysis of Royall & Company services. The total cost for one year of the program was \$181,660. Through the program, Royall & Company executed a senior marketing program, name buys from ACT, SAT, NRCCUA and built a custom online portal for students to apply through the University's website. Royall & Company provided the University with a two-prong package that included marketing to 30,000 prospects by sending out a direct mail packet. The mailer included a letter encouraging

the student to apply with a username and password for their account. Royall & Company also sent students weekly supplemental emails. Admissions focused recruiting on West Virginia, Virginia, Maryland, DC, Ohio and Illinois. The University has four different ways to track applications – applications marketed by Royall & Company, the University’s web application portal hosted by Royall & Company, paper applications and web applications hosted by Banner. Royall & Company generated 30,000 applications for WVSU, and only 2,796 applications were received directly from their efforts. The University received 1,139 from the online portal not marketed by Royall & Company, 3,338 from paper applications and 188 from online applications hosted by Banner. Out of the 2,796 applications that Royall marketed, 42 percent were admitted, 57 percent were incomplete, .009 percent were waitlisted and .001 percent were denied. Out of the 1,139 online applications not marketed by Royall, 50 percent were admitted, 49 percent were incomplete, .004 percent were waitlisted and .003 percent were denied. Out of the 3,339 paper applications processed, 43 percent were admitted, 56 percent were incomplete, .04 percent were waitlisted and .01 percent were denied. Out of the 188 WVSU online applications, 66 percent were admitted, 33 percent were incomplete, .05 percent were waitlisted and .02 percent were denied. Despite staffing challenges, Admissions was able to generate 40 percent of the fall 2017 cohort. Out of the 55 students Royall marketed to, only 36 were from nearby counties.

## **7.2 Recruitment and Retention Update**

Mrs. Weir reported that first-time freshman applications in 2017 were 7,447 compared to 7,401 in 2016; this is a .62 percent increase in applications. In-state applications increased by 12 percent from 2,009 in 2016 to 2,249 in 2017. Out-of-state applications decreased by 3 percent from 5,392 in 2016 to 5,198 in 2017. Kanawha County decreased by 10 percent (67 students) from 650 in 2016 to 583 in 2017. Putnam County increased 46 percent (75 students) from 161 in 2016 to 236 in 2017. Freshman admits were down by 6 percent (228 students) in fall, from 3,335 in 2016 to 3,107 in 2017. In-state first-time freshmen were down by 6 percent (63 students) in fall, from 1,025 in 2016 to 962 in 2017. Out-of-state were down 11 percent in fall, from 2,310 in 2016 to 2,145 in 2017. The 10-day census for fall 2017 was down 6 percent, from 436 in 2016 to 408 in 2017. Admissions is taking a proactive approach this year with the attendance tracker. Historical trends of feeder schools broken down showed a decrease in all but one of the schools; Capital decreased by 11 students, Herbert Hoover decreased by three students, Hurricane decreased by one student, South Charleston increased by three students, St. Albans decreased by five students and Winfield decreased by two students.

Transfer applications increased by 32 percent to 665 compared to 633 in 2016. Transfer admits increased 10 percent to 353 in 2017 from 320 in 2016. The 10-day census for transfers decreased by 2 percent from 239 in 2016 to 234 in 2017. Total enrollment is up 1.6 percent from last year from 3,539 in 2017 from 3,514 in 2016. Graduate enrollment has increased 15.9 percent from 2016. Online enrollment has also increased.

Mrs. Kellie Toledo presented a retention update. Mrs. Toledo stated that there are eight key areas of the Retention & Student Success Council.

- Freshman Check In survey has been combined with the Customer Service Survey and will be administered in GED 101 courses this fall.
- Talented Yellow Jackets committee has identified at risk students. Interventions include: using Attendance Tracker to identify non-attending students, First Year Student Outreach, and identifying students for the Mentoring Program.
- Over the summer several early alert products were reviewed, and a product that is the best fit will be identified.
- Students with 60 credits will have their transcripts audited this fall to ensure they are progressing toward graduation. The degree audits will be administered by Department Chairs.
- Mentoring Program – 86 at risk students have been assigned to 65 faculty mentors. Dr. Jayasuriya met with the mentors to review the program and mentor expectations.
- The First Year Experience course transitioned from one to three credit hours in fall 2016. The subcommittee will be gathering feedback from the faculty teaching the course prior to making recommendations for the course.
- First Year Academic Advising Center was established in spring 2017 and provides advising for first year students.
- The Council has developed customer service cards to be placed in offices on campus for student to complete. We are encouraging all departments to recommend students fill out cards.

8. **Next Meeting Date**  
December 8, 2017

9. **Adjournment**  
With there being no further business, Mr. Lipscomb motioned to adjourn. The motion was seconded by Dr. Thralls. The motion carried and the meeting adjourned at 10:20 a.m.

Respectfully submitted,

*Rhonda Brogan*  
EMSA Executive Administrative Assistant