

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
September 14, 2017  
9:30 a.m. – 10:20 a.m.  
Agenda**

1. Call to Order and Roll Call
2. Election of Committee Chair
3. Election of Presiding Officer in Absence of Committee Chair
4. Verification of Appropriate Notice of Public Meeting 2
5. Review and Approval of the Agenda 1
6. Review and Approval of Minutes of the Previous Meeting 3
7. University Recommendations and Reports
  - 7.1 Royall & Company (Royall) Application Cost Analysis
  - 7.2 Recruitment & Retention Update
8. Next Meeting Date – *December 7, 2017*
9. Adjournment

West Virginia State University  
*Recruitment and Retention Committee*

Date!Time: 9/14/2017--9:30 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 September 14, 2017 Board of Governors meeting.

Notes:

This is a compliant meeting.

Meeting was approved: 9/7/2017 8:23:15 AM

**West Virginia State University Board of Governors  
Recruitment and Retention Committee  
Erickson Alumni Center, Weisberg Lounge  
Minutes  
June 15, 2017**

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

Mr. Paul Konstanty called the meeting of the West Virginia State University Board of Governors Recruitment and Retention Committee to order at 9:36 a.m.

**Present:** Dr. Guetzloff, Mr. Kelley, Mr. Konstanty, and Dr. Thralls. Several members of the administration, faculty and staff were also present.

**Absent:** Mr. Jones and Ms. Shafer.

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. Dr. Thralls made the motion, and it was seconded by Mr. Kelley. The motion passed.

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

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

5. **University Recommendations and Reports**

**5.1 Recruitment and Retention Update**

Director of Admission Ashley Weir provided data for First-Time Freshman applications for fall 2017 compared to fall 2015 and 2016. As of June 14th, in-state First-Time Freshman application numbers saw an increase of .08 percent (7,285 to 7,279). Out-of-state First-Time Freshman application numbers saw a decrease of 11 percent (4,984 from 5,628). Mr. Kelley asked why out-of-state applications are down at this point; Ms. Weir stated it was due to money, scholarships and the lack of a nursing program.

First-Time Freshman application numbers were also broken down by WV counties: Kanawha decreased 15 percent with 499 from 592, Putnam increased 55 percent with 226 from 145, and overall applications from all WV counties increased 43 percent with 1,758 from 1,191. In April's meeting Dr. Thralls asked for a breakdown of freshmen from the schools in Kanawha, Putnam and Cabell Counties. The school with the most freshman applications is Capital High School with 83 followed by Riverside with 62, and South Charleston and St. Albans even with 55. Dr. Guetzloff mentioned that the 83 applications from Capital is nice to see as that has not happened before. Dr. Thralls asked if the South Charleston number was low, and Mr. Oden affirmed it is. The Kanawha County school with the least amount of applications was Nitro High with 29 applications. Putnam County

schools had the following number of applications: Winfield 87, Hurricane 53, Poca 49 and Buffalo 24. Cabell County schools had the following number of applications: Cabell-Midland 20 and Huntington 14. Mr. Oden stated they would have the historic numbers for each county school at the next meeting.

Total freshman admits for fall 2017 decreased by 6 percent (2,964) compared to fall 2016 (3,184). Admissions staff is making weekly calls, shift calls and night calls, as well as emailing and texting the students who have not yet committed. The office is down one admissions counselor and the others are working hard to pick up the slack. Dr. Guetzloff praised the New Student Orientation (NSO) director and changes to the NSO program.

Total freshman confirmations for fall 2017 as of June 14 is 400, which is an increase of .07 percent compared to 397 for fall 2016. Freshman confirmations broken down by county are Kanawha at 141, Putnam at 42, and Cabell at 9, with and all other counties at 110. Total freshman confirmations have increased 3 percent in-state to 302 from 291. Out-of-State confirmations have decreased 7 percent to 98 in 2017 from 106 in 2016. Mr. Oden stated that the University has a McDowell County initiative where staff set-up in the local community center or schools and recruit parents to get them on board with sending their child to a higher education program.

Transfer Applications have decreased by one percent to 447 in fall 2017 from 454 in fall 2016. Admissions is down a Transfer Coordinator, but Akeem Scott has taken over most of the transfer duties and has done well with them. Transfer admits increased by 16 percent to 199 in fall 2017 from 171 in fall 2016. Transfer confirmations have remained the same at 116.

Summer activities include a combination of shift-targeted calling to students. Staff continue messaging with EMAS and texting students. In addition, Admissions staff is making outreach to high school seniors who are enrolled in dual enrollment classes. The VAAN program is being expanded. Associate Director of Admissions Jameelah Means and Mrs. Weir are working on a guide for alumni to be able to recruit on behalf of the University. Provost and Vice President for Academic Affairs Kumara Jayasuriya noticed that George Washington High School has the highest amount of dual enrollment students, but only has 37 applications for fall. President Jenkins stated that WVSU is working on a Loyalty Program that students in the dual enrollment classes will be able to lock in their tuition rate for the four years that the student attends WVSU. He stated that last year WVSU had approximately 1,300 early enrollment students, and the year before approximately 870-890 early enrollment students. However, we are averaging between 15-20 percent of the dual enrollment students coming to WVSU, and he would like to see that number north of 60 percent.

Mr. Kelley asked if WVSU has done a cost analysis of Royall & Company. President Jenkins stated that Royall is the recruitment entity we use to generate applications usually based on majors. He said he looked at the number of applications, what number were confirmed and what number of students are coming to WVSU based on the Royall contract. Mr. Oden said his area is still in the process of pulling data to get the exact numbers for an analysis to determine if the Royall contact is beneficial compared to the cost.

President Jenkins stated initially up start cost was approximately \$200,000 and the yearly cost is \$180,000. The applications have increased through Royall, but the question about

the yield remains. He said the funds used for the contract with Royall could be used to generate more students by transferring the funds to scholarships. There is a Common Application that could take Royall's contract. Students complete one application that is sent to various universities that are contracted with the Common Application. The student does not pay for the application, but the institution pays to be a part of the Common Application.

Mr. Kelley asked about swag and give-a-ways for when recruits visit the high schools. Mrs. Weir stated they give out t-shirts, sticky notes, pens and pennants. Their goal is to have everyone wearing shirts to get WVSU's brand out to more people and for the logo to be very recognizable. Mr. Kelley inquired about the swag budget, and Mrs. Weir responded approximately \$10,000. He asked what \$25,000 would do, and she responded that it would help recruiting enormously.

The First Year Academic Advising Center is progressing well. The office is located in 114 Wallace Hall.

6. **Next Meeting Date**  
September 14, 2017

7. **Adjournment**  
With there being no further business, the meeting adjourned at 10:20 a.m.

Respectfully submitted,  
*Rhonda Brogan*  
EMSA Executive Administrative Assistant