

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Grand Hall
June 14, 2018
9:30 am – 10:20 am**

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 Office of Student Life and Engagement
 - New Student Orientation

 - 5.2 Office of Undergraduate Admissions

 - 5.3 Office of Housing and Residential Life
 - Magnificent 7 Transition Team

6. Next Meeting Date – *TBA*

7. Adjournment

West Virginia State University Board of Governors
Recruitment and Retention Committee

Date/Time: 6/14/2018 -- 9:30 AM

Location:

Erickson Alumni Center, Grand Hall
Institute, WV

Purpose: To conduct the regular meeting of the committee in preparation for the full Board meeting.

Notes:

This is a compliant meeting.

Meeting was approved : 5/30/2018 8:17:11 AM

**West Virginia State University Board of Governors
Recruitment and Retention Committee
Erickson Alumni Center, Grand Hall
May 11, 2018
Minutes**

1. Call to Order and Roll Call

Chair Smith participated by conference call. As a result, Mr. Lipscomb presided over the meeting. Mr. Lipscomb called the meeting of the West Virginia State University (WVSU) Board of Governors Recruitment and Retention Committee to order at 9:31 a.m.

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

2. Verification of Appropriate Notice of Public Meeting

Mr. Lipscomb announced the Verification of Appropriate Notice of Public Meeting.

3. Review and Approval of the Agenda

Mr. Lipscomb asked for approval of the agenda. Mr. Konstanty made the motion to approve the agenda as it was presented, and Ms. Dooley seconded the motion. The motion carried.

4. Review and Approval of Minutes of the Previous Meeting

Mr. Lipscomb asked for approval of the minutes of the previous meeting. Mr. Konstanty made the motion, and Ms. Dooley seconded the motion. The motion carried.

5. University Recommendations and Reports

5.1 EMSA National Alumni Conference Presentation

Dr. Underdue Murph presented the overview of the Enrollment Management and Student Affairs (EMSA) presentation that was given during the National Alumni Association Conference held in Atlanta, Georgia. Alumni were provided with information on first-time, full-time new freshman, transfer, and returning students trend data. Staff shared residency trend data of in-state and out-of-state, freshmen and transfers. The alumni that attended the presentation were very interested in seeing how the in-state freshmen have remained the same over the past three years. Staff also presented the alumni with the 30-day census ethnicity trend data of the University's enrolled students over the last three years. The target enrollment goal for fall 2018 is 450 new first-time freshmen and 250 new transfers.

The presentation included information on collaborative strategies for alumni recruitment of students. The EMSA team distributed recruitment travel bags that contained collateral pre-packs with a three-prong approach to conducting outreach. The collateral pre-packs will be mailed to chapters bi-annually in January and July. In addition, alumni chapters will be provided with information to execute a three-prong outreach approach to admitted students within their respective areas that include personalized congratulatory notes from chapter president and members to newly admitted students from chapter members; outbound call campaigns to encourage new admits to register for new student orientation; and email campaigns. Alumni chapters will have an opportunity to leverage student admit data via the aforementioned three-prong outreach approach.

Recruitment bags were distributed to the regional alumni chapter presidents. The bags contained all of the materials that one would need to go on a recruitment visit. EMSA staff added financial aid literature in Braille and Spanish to the financial portfolio. Alumni were also asked to participate in a “congratulations note” campaign to students who have been admitted in their region.

Dr. Underdue Murph said that the EMSA team participated in a coordinated outreach college fair to Booker T. Washington High School, which was a part of the alumni conference agenda. President Jenkins, Dr. Lateef Saffore, and Mr. Fred Jackson, who is an alum of the southeastern region, led this event. There were 26 on-site applications and 21 on-site new admits. Seven students were identified who would be eligible for the new Summer Bridge program. The program is for students who fell slightly under the admissions criteria to help them become more acclimated to the rigors of Math and English. Once the student completes the Summer Bridge program, the student will then be fully admitted to WVSU. The program has a \$600 tuition. Several alumni stated that they would like to sponsor a student to attend the Summer Bridge Program.

The EMSA team gave a demonstration of the University’s new scholarship portal. The portal is a one-stop-shop for students to apply for scholarships and provides access to each West Virginia State University Foundation Scholarship and their respective criteria. Admitted students can sign in to the portal with their WVSU email, without the @wvstateu.edu, and their email password. The students complete one general application to be automatically matched to multiple scholarships at one time.

Dr. Underdue Murph also gave a presentation regarding WVSU’s ROTC program to the Alumni Association. The ROTC courses are college elective courses, not a college major. Upon graduation, the ROTC student agrees to serve as an officer in the Army. The WVSU ROTC program is available to any full-time student.

6. Next Meeting Date
June 14, 2018

7. Adjournment
With there being no further business, Mr. Roberts made a motion to adjourn. Ms. Dooley seconded the motion, and the motion carried. The meeting adjourned at 10:10 a.m.

Respectfully submitted,

Rhonda Brogan
Executive Assistant
Enrollment Management and Student Affairs