

**West Virginia State University**  
**Student Affairs Activities Report for the Faculty Senate**  
**November 5, 2010**

**Vice President - Mr. Bryce Casto**

- The focus of the WVSU Board of Governors Recruitment and Retention Committee meeting on November 11<sup>th</sup> will be on Recruitment efforts. This will be inclusive of enhanced faculty involvement in the process as referenced in the 2010-2012 WVSU Enrollment Management Plan update.
- Analysis by Dr. Danny Cantrell in the Office of Institutional Effectiveness of the Fall 2010 HEPC headcount enrollment submission indicates that “real” total enrollment at WVSU increased to 3,190 this year as compared to 3,019 last year. The 3,019 figure represents what the Fall 2009 HEPC enrollment of 4,003 would have been without transient students from KVCTC included. This is an increase of 171 students. HEPC enrollment figures are annually compiled each October 15<sup>th</sup>.
- As high school dual credit enrollment was up by 117 students in Fall 2010 as compared to the previous year, Dr. Cantrell further states that the difference between 171 and 117 (54 students) was how much non-high school student enrollment increased.
- While headcount enrollment officially declined by 813 students from last fall (4,003 versus 3,190), total Full Time Equivalent (FTE) 15 enrollment declined only 280.54 because the KVCTC bump was mostly part-time students.

**Admissions and Recruitment – Ms. Trina Sweeney and Mr. Christopher Jackson**

- The West Virginia Road-Runners recruitment tour is coming to an end. This collaborative effort among institutions of higher education in West Virginia provides for a common schedule of college fairs in virtually all portions of the State over a two month period.
- Upcoming out-of-state travel for recruiters in November includes trips to New York, Kentucky and Ohio.
- Recruitment is receiving the list of materials (brochures, booklets, etc.) from the Colleges as required for their recruitment activities.

**Athletics – Mr. Sean Loyd**

- The last home football game is this Saturday (November 6<sup>th</sup>) at 1:00 p.m. The opponent is West Virginia Wesleyan College.
- The Department of Athletics is revising and enhancing their exit interview forms for graduating student-athletes. The form will have Athletics, Academic, and Campus Life components.

**AmeriCorps – Mrs. Kellie Toledo**

- WVSU AmeriCorps members are currently working on several recruitment and retention initiatives.
- **Retention Initiatives**
  - The Early Commitment Initiative’s primary focus is to develop a relationship with all incoming freshmen and involves contacting these students five times during their first

year to provide any assistance they need to be successful in their first year. Over 370 freshmen will be contacted this year.

- The Early Faculty Referral Program was implemented this fall. We received over 800 student referrals from faculty members for students not attending class or doing poorly academically. The AmeriCorps members contacted these students to provide information about tutoring, counseling, etc.
- Over 900 WVSU students who were enrolled in Spring 2010, but didn't enroll for Fall 2010, and didn't graduate are being contacted to encourage them to continue their education and enroll for Spring 2011.
- **Recruitment Initiatives**
  - Two AmeriCorps members have been assigned to develop department videos. The goal is to produce brief online videos for recruiting, and promotional purposes. These videos can be placed on the Admissions webpage, and e-mailed to students expressing interest in a specific department.
  - The AmeriCorps members have compiled a list of contact information for over 500 public and private schools in the metro tuition area for recruitment purposes.
  - The AmeriCorps members have hung up 150 "Return to Learn" posters in Kanawha and Putnam Counties advertising this program. The "Return to Learn" program is designed to encourage people who have some college credit to return and complete their degree.
- **Future Initiatives**
  - AmeriCorps members will be contacting students who have submitted an application for admission, but haven't completed all paperwork necessary to be fully admitted to assist them with the process. We will also contact people who complete interest cards during recruitment sessions to cultivate a relationship with them and answer questions they may have.
  - AmeriCorps members will also answer questions people submit on the Admissions "Ask a Question" webpage link.
  - AmeriCorps members will begin assisting with recruiting in Kanawha County high schools. They will develop relationships with the counselors, set up recruitment tables at the schools, and provide materials to the counselors about WVSU degree programs.

#### **Career Services and Cooperative Education – Ms. Sandy Maharaj**

- Assisted with the recent Criminal Justice Fair. There were over 150 participants.
- Preparing for the convocation for the College of Professional Studies on November 11<sup>th</sup>.
- Dr. Shelvy Campbell will be conducting a session for students on the basics of resume writing in the near future.

#### **Collegiate Support and Counseling – Mrs. Kellie Toledo**

- Continue to provide training to AmeriCorps (AC) members. AC members are continuing to make Early Commitment Initiative calls to prospective and newly-enrolled students and Faculty Referral calls to students not attending class or not doing well academically.
- Continue to work with the Academic Assistance Counselor to implement the Academic Coaching program in Spring 2011 for students on Financial Aid probation.

- Continue to provide training to the Academic Assistance Counselor and the Disability Services Counselor.
- Met with the College of Natural Sciences and Mathematics to discuss tutoring needs.
- Began working on new recruitment and retention initiatives utilizing AmeriCorps members with Admissions and Recruitment Offices.
- Mrs. Toledo met with an AmeriCorps member representing the interests of military veterans to discuss ways to collaborate on activities and other items of mutual interest.

#### **Food Services – Ms. Vicki Barnes**

- The Dining Services committee will hold its second meeting of the semester On November 6<sup>th</sup> at 9:30am. This committee has representation from Student Affairs personnel, AVI Fresh and students.

#### **Leadership, Mentoring and Judicial Affairs – Mr. Coston Davis**

- The West Virginia State University Leadership Institute will hold a formal ball on Saturday, December 4, 2010 from 8:00 p.m. – 12:00 a.m. in the Wilson University Union. Proceeds will be donated to a local charity. Tickets are \$10. Interested parties may contact Mr. Davis for more details.

#### **New Student Programs – Mrs. Sharon Banks**

- Ms. Banks led a delegation of ten (10) WVSU students to participate in the Thurgood Marshall College Fund Leadership Institute and Career Fair. This event was held in New York City October 29-November 1, 2010. Ms. Banks reports that student interviews with prospective employers and those seeking internships went very well.

#### **Residence Life and Services – Mr. Cornelious Jones**

- West Virginia State University received eight (8) responses from prospective developers to its Request for Information (RFI) regarding the design, construction and financing of new student housing on-campus. Finance is in the process of reviewing the submissions to make certain that interested and qualified developers exist to proceed with this project.
- Preliminary review of the informational packets indicates that it is likely that multiple qualified developers are available and interested in this project. Upon completed formal evaluation of the submittals, it is expected that the University will soon follow with a formal Request for Proposals (RFP) process. The RFP Process is an enhanced, in-depth submission from a prospective developer and is competitively bid.

#### **Student Activities & University Union – Mr. Jerry Miller**

- We had a very successful homecoming this year. All activities went very well. Especially notable were the Coronation Pageant, Parade, Super Bingo and Kevin Hart Comedy Show.

#### **Student Affairs Office of Administration - Mrs. Fatiema Wilkerson**

- Grad Salute was held on October 19<sup>th</sup> and 20<sup>th</sup> in the Wilson University Union. Grad Salute is a one-stop shop where prospective graduates can meet with several campus offices in preparation for commencement. Approximately 90 of the 170 prospective graduates for the December commencement participated.

**Student Financial Assistance – Mrs. Sally Marcus Burger**

- West Virginia State University's cohort default rate for the FY 2008 cycle stands at 10.1%. This figure represents a 4.4 % reduction from the FY 2007 cycle where the University's cohort default rate was 14.5%.
- The FY 2008 default rate represents the most recent data available and is a snapshot in time, representing the cohort of borrowers whose first loan repayments came due between October 1, 2007 and September 30, 2008, and who defaulted before September 30, 2009.
- Under current rules, all schools with default rates of 25 percent or greater for three consecutive years face loss of eligibility in the federal student aid programs.