



# WEST LIBERTY UNIVERSITY

---

208 University Drive  
College Union Box 192  
West Liberty, WV 26074

Student Life Sub Committee  
March 13, 2023 – 9:00 a.m.

Meeting ID: 976 0343 3780  
Passcode: 933043

- I. Call to Order/Roll Call
- II. Approval of Minutes
  - a. November 28, 2022
- III. Spring 2023 Enrollment Update
- IV. Fall 2023 Application Update
- V. Spring 2023 Student Activities
  - a. Averaging 7-8 activities a week
  - b. Night to Shine
  - c. Topper Idol
  - d. Off Campus Trips
- VI. Enrollment Initiatives
  - a. Black and Gold Days
  - b. Accepted Student Days
  - c. Orientation Planning
- VII. Retention Initiatives
  - a. Resource Fair
  - b. Peer Mentoring
  - c. College 101
- VIII. Aladdin Update/Discussion
- IX. Arts Update
- X. Athletic Update
- XI. DEI Update

**West Liberty University  
Board of Governors**

---

**Student Life Committee  
Minutes  
November 28, 2022**

Attendance:

Sydney Burkle, Thomas Cervone, Stephanie Shaw

Unable to Attend:

Jamie Evick, Ryan Glanville, Rich Lucas

Administration/Faculty/Staff:

W. Franklin Evans, Monique Akassi, Katie Cooper, Mary Ann Edwards, Lynn Ullom

**1. Call to Order/Roll Call**

Chair Shaw called the meeting to order at 9:03 a.m.

**2. Approval of Minutes**

**A. September 26, 2022**

**On motion by Tom Cervone and seconded by Lynn Ullom, the West Liberty University Student Life Committee unanimously approved the minutes of September 26, 2022.**

**3. Fall 2022 Enrollment Update**

Ms. Cooper noted that we were only down a handful of students for the fall 2022 according to headcount. Since the HEPC numbers are based on headcount that's what we use at WLU. We were down 11 students from the fall of 2021 to the fall of 2022. We were down more in full-time enrolled students.

**4. Spring 2023 Application Update**

Spring 2023 is currently down 83 registered students from spring 2022. For the last two weeks deans and chairs have been following up with students who have not enrolled. Our staff starts this week making phone calls to follow up and try to get students registered before the break. In talks with Ms. Hudson, any student with \$100 or less balance will have their hold removed; it is not enough to hold up registration.

**5. Fall 2023 Application Update**

Fall 2023 applications are down by almost 100. The Admissions office worked diligently before Thanksgiving, processing 150 applications in one week. Unfortunately we are still down in accepted students by about 60. We still feel it's a staffing issue and not being able to do the follow up that needs to happen.

**6. Fall 2022 Student Activities**

This is the end of International Education Month with many activities happening. They did a fantastic job holding activities throughout the day at varied times so more people could attend in the Rollie Williams International Center. Both graduate fairs were held the week of November 19<sup>th</sup> where December graduates tie up loose ends before commencement. The bookstore is mailing cap and gowns to home addresses, which limits students coming to campus to the graduation fair, which may need to be look at. They also complete a survey at that time about their time at WLU, which will be cleaned up and made accessible to the board. Intramurals are still going on with ping pong being extremely popular, volleyball, and basketball. Weekly shuttles are running to Kroger and Walmart with about 5 students a week, which is helpful for these students. These shuttles will not be running over Christmas break and shut down until the spring semester. A trip to the Tanger Outlets also went well. Winterfest will begin this week with a tree lighting, bingo, cookies, Santa, and music; it's a nice event. Late night breakfast will be the week of finals; it used to be midnight but now it's 10:00 p.m. Staff and faculty serve at the cafeteria and is free to any student wishing to attend.

## 7. Enrollment Initiatives

Black and Gold days are still going on with the last one of the fall this Friday. We have hosted 11 or 12 FAFSA and Financial Aid workshops at local high schools. Geofencing is ready to launch, or as we call it big brother. When you open your phone at an event and get an ad later at the event, that's geofencing. It will be a targeted campaign when students visit our scholarship page; for the next 90 days they will see ads from that page. We are partnering with Graduate Studies, marketing, and undergraduate admissions.

Retention – mental and physical health; informational tables, mobile unit monthly, free, mid term grade follow-up students who had at least one D or F, multiple, let them know we can help, we're here. Working with IT and Provost office to better analyze incoming students, 4 hour English, 5 hour math, learning that these students cannot take those classes together, do not succeed. Looking at the schedule, make sure they do not take them in same semester, benefit going forward. Chairs/advisors, working with students not registered at this point.

Shaw/geofencing, what service do we use? Marketing agency, mini digital. Curious/homecoming, looked like it was a big success for students. Burkle/great turn out, went off without a hitch. Fun, lot to do, warm and welcoming.

Akassi

Athletic update – had NCA recommends a cultivating, diversity, in the fall, head BB Coach, name, DEI representative in dept, did incredible job throughout week, pushing thru social media. High social media presence, analytics you can refer to, last time checked, last year, had largest social media following of any school in our conference. People are seeing, acknowledge Cassie's work on this. We had several HS games on campus, big win for us, pretty well attended, always potential students, athletes, or families that sometimes visit our campus for the first time, FB facilities are wonderful, front porch analogy, check the boxes with that. Doesn't cost us anything, they do make donations to our foundation for the use of the field. We open things up, they staff the games, even our food service makes a nice little pay day and we get a cut of that as well. Homecoming/in 30 years plus, largest HC he could remember, many athletic teams set up and purchased their own tents, alumni cultivation, former athletes mix with greats and former greats, incredibly organized and went really well. VB earned first ever NCAA bid, played pretty well, got beat, tremendous accomplishment, one of the best 18's in the entire region. Men's CC, 8<sup>th</sup> out of 20 some Atlantic regional, MBB voted #1, wrestling voted #1 pre season for both. Finished up with fall with BB off to a good start, wrestling soon, ACo starting and indoor track and field. Cervone/since we moved meeting more able to attend.

DEI update – 1<sup>st</sup> world wide this Friday virtual international conference on DEI, its virtual, funded by a grant, excited, have a planning comm, students involved, faculty, administrators, and staff. Person going to be keynote speaker is a renowned icon if you will in Costa Rica, Dr. Shirley Campbell Barr, Costa Rica. In addition to husband, name, students and faculty presenting, George Washington University, Howard University. This Friday from 12:00 to 4:00 p.m. recently also sent out a survey for fac/staff/stu, like every single person to respond, not always possible, able to get a nice number, ongoing study, majority of groups have indicated that there is a need for the office of DEI, something we need to consider, especially pleased with international affairs. There will be select papers that are presented at the conference, panels running concurrently, will be published in the forthcoming approved by Cambridge.

How many are you expecting/Shaw? Akassi/being recorded, people in and out, we're expecting approx. 200+ for this conference. Historic for WLU to offer the first list giant name.

Shaw/international affairs/always been fairly robust and well received in their programming. Underrepresented folks on campus, LBGQ, work to do, anything to do. Doing phenomenal job no one's omnipotent, always room for growth and development, do more partnering to connect with other institutions from international affairs, see what's going on with our neighboring and global institutions. Overall very impressed, doing for quite some time, keeps getting better. Fulbright scholars down the road, start promoting more, in the near future. How do you feel about progress on underrepresented, LBGQ? Akassi, we're taking the front wheel from the second chance prom, lavender ceremony, awareness for transgender and beyond, really taking a front seat. Committee and initiatives, seems like we're becoming more progressive, even on

the application, not so binary, gender, pronouns, moving ahead of the curve. Moving outside of the comfort zone, exemplifies growth. Burkle/pride club on campus, larger and work with drag bingo, drag queens, big event, get the message out about LGBTQ, think we are starting to get more of a presence in this area.

Shaw/area always touch on theater and arts, get folks to help drive attendance from student perspective, anything where we're seeing more attendance as well? /Cervone/Hilltop players, pushing the social media side, name play, great play, my scholarship was awarded this year, met recipient at homecoming, building active with art and music/harder's work all the time. Feel the culture is engaged and supported. Burkle, new choral director, he and students go to the union and hang out for a while, cooper/play, matinee, bring local HS in as well, great way to connect with the community. 2 thing with theater, can we find a way to make free to students, still charge students to see play. May be a state code on something along those lines, usually holds us up, students go to all athletic events for free. Minimal charge but some still can't afford, need to look at, also looking at B&G days, building one around a theater production. Looking at different opportunities. Discussion.

Ullom – Forshey send out email to all student athletes, pay for privately if student athletes want to attend event. Cervone to be included, giving Tuesday.

Adjournment – great update, lots of activities, 9:40 a.m., Ullom, cooper.

Minutes submitted by: Mary Ann Edwards

Stephanie Shaw \_\_\_\_\_  
Chair