

**West Liberty University  
Board of Governors**

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**Student Life Committee  
Minutes  
August 1, 2022**

Attendance:

Sydney Burkle, Thomas Cervone, Ryan Glanville, Stephanie Shaw

Unable to Attend:

Jamie Evick, 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 9:02 a.m.

**2. Approval of Minutes**

**A. May 19, 2022**

**On motion by Tom Cervone and seconded by Lynn Ullom, the West Liberty University Student Life Committee unanimously approved the minutes of May 19, 2022.**

**3. Staff Update**

Ms. Cooper stated that Brenda King retired on June 30, and Scott Cook on July 29, 2022. A failed search was conducted for the Director of Admissions & Recruitment, so we will be promoting from within to cover the vacancies. Ms. Cooper shifted to Director of Admissions and Recruitment/ Assistant VP of Enrollment Management, Interim VP of Student Affairs/Enrollment; Molly Daniels is Director of Financial Aid; and Michelle Panepucci, Assistant Director of Admissions Operations. We are getting ready to post an Enrollment Services staff position to help balance financial aid, registrars, and admissions. With all of the vacancies there were also two positions cut from this area for budget purposes, along with a financial aid counselor who resigned effective August 11<sup>th</sup>. The enrollment center is bare bones at this point, and we will be posting immediately in hopes of finding someone experienced to hit the ground running. There is still an Area Coordinator position open as well with a few applications being submitted.

**4. Fall 2022 Enrollment Update**

Ms. Cooper stated that these numbers are compared to August 2, 2021, not apples to apples per say, and were run this morning. We are still up with new students by 3% with first time freshman and transfers, and up 20% with graduate students. We are still down overall with returning/continuing students at about 5% at this point. We still have four to five weeks to register students and plenty of time to get them registered. A brief discussion followed with regard to what's driving the non-returning students. Ms. Cooper stated we have reached out to all of the undergraduate continuing students for the past three or four months, with about 150 who just don't respond to us at all. We have increased our early entrance and dual credit with Wheeling Park and John Marshall and anticipate growth, which will help with the overall headcount, but it doesn't hit the budget in revenue. Some students still owe balances and the CARES Act funding helped, but many of the students are just not responding.

**5. Summer 2022 Freshman & Orientation Program Review**

Ms. Cooper noted that we have held 11 in-person orientations, two virtual, with one more in-person this Wednesday. At orientation we bring the students to campus to finalize their fall schedule, take them through the billing process, etc. In 2021 we had 411 students registered with 367 attending; this year we are well above that number at 472 registered, 364 attending, and 40 more coming this week. If we get them to campus, we can seal the deal. It's a very hands-on day but the students and families appreciate it, and we get great feedback as well.

## 6. **Opening of the Fall 2022 Semester**

- **FAQ Document**
- **Student Move In**
- **New Student Assembly**

Opening day will be here very soon and an FAQ document will be completed and shared tomorrow to help everyone on campus. This document updates all of the changes that have happened, lists extended hours, etc. This reference document is great to assist students. New student move in starts this weekend with football players returning first, along with soccer players, band members, RA's, golf, and student ambassadors. Actual move in date is August 19<sup>th</sup> for first time freshman, the 20<sup>th</sup> and 21<sup>st</sup> for returning students; classes begin August 22<sup>nd</sup>. The new student assembly will be held Saturday, August 20<sup>th</sup> for all new students, most of which are first time freshman, which is also part of the Topper freshman schedule. The assembly gets students connected to campus and find out who we are, what we can help them with, and kicks off TopperFest.

## 7. **TopperFest Schedule Fall 2022**

The TopperFest schedule is 90% complete and will be shared once it is finalized. It consists of a two-week program to connect our students and gives students a chance to take part in student life events. There will be an organizational fair with clubs and organizations set up for new and returning students to see what's available on campus. Residence life will hold events with t-shirts and food. The event is open to everyone. Dr. Evans noted that last year there was a dessert social at the house with games and although the focus was for new students, returning students attended as well.

## 8. **Retention Initiatives Fall 2022**

- **Advising Handbook**
- **Peer Mentoring**

The advising handbook is complete for faculty academic advisors to be used as a reference and support for them. It is not a complete training guide but a handbook for reference. It will answer basic financial aid questions, but students should be encouraged to visit the financial aid office for a full understanding. Peer mentoring is a pilot program in athletics, starting with baseball, acrobatics and tumbling. Chris McPherson is leading this charge and we hope to be able to roll out to first generation students as they start here at WLU.

## 9. **Enrollment Initiatives Fall 2022**

The planning committee meets monthly, consisting of enrollment services, management, faculty and staff, deans, external affairs; all areas across the board. This is a large group, and the plan is to build an enrollment strategic plan to fit the university's strategic plan. We have increased dual credit options at Wheeling Park and John Marshall, transfer initiatives, and working to develop a workshop to support transfer students before they arrive. We want to make sure the incoming students who said yes to WLU in the summer, show up in the fall. We will be working with everyone, rolling out to campus to remind everyone that they are a recruiter. That means we all give quick elevator speeches and be able to answer questions while at Kroger's, etc. There was a reduction of waivers, which is a budget issue as our waivers continue to increase. Graduate assistants are only eligible for housing waivers, with transfers only eligible for \$2,000 scholarships. These have helped the budget drastically. Billings were sent out earlier, by the first of July, which is huge since it's usually two weeks later. Dr. Monteroso worked with Ms. Hudson on removing some fees and cleaned up a lot with her help. Ms. Shaw asked for a perspective of online enrollment vs. the in-person; is there some opportunity to help target the goals of the University; something that can be done to help drive those channels as well or are we already involved? Dr. Monteroso stated that, though more on the graduate side, the Dental Hygiene masters is even online, with much of the graduate programs being online. A few first-time freshmen are requesting online only but it has dropped dramatically. There are less than five students this year requesting all classes online.

Dr. Evans noted that Dr. Monteroso is dealing with an issue brought to our attention, that being the number of hours that are required for graduation from a program. The minimum number is 120 hours, but the dean of Liberal and Creative Arts said that this past May the average number of hours a student had graduating from her college was 144. A discussion followed with regard to scheduling hours and the negative effects it has in many areas.

**10. Banner Document Management**

We were able to pay the upfront cost of a system that allows us to electronically file all of our documents. When asked to see a permanent file, there are roughly four rooms across campus to search for that file. We have been struggling with Ellucian and talking with WVNET to allow the system to kick off completely. The build is done, procedures are ready, but there is still a disconnect. Fall 2023 will start with this new system and we will no longer be housing physical files. This will help with procedures and efficiency.

**11. Athletic Update**

Mr. Ullom gave an update on athletics, but with the summertime and athletes are not on campus.

**12. DEI Activities**

Dr. Akassi noted that international affairs welcomed students from Germany for the fall semester. An MOU that Dr. Miriam Roth-Douglas put into place with Julius-Maximilians-Universität Würzburg (JMU), one of the largest universities in Germany with 28,000 plus students, has brought students to campus. We also welcomed a new international visitor this August with Manami Kawazoe of Japan in her role as an official Japan Outreach Initiative (JOI) Coordinator. The Rollie Williams International Center will host Ms. Kawazoe for the next two years.

A DEI Workshop was held July 27<sup>th</sup> for panhellenic women to promote DEI and a sense of belonging. An updated Title IX draft was completed for the fall 2022 semester, will be submitted to the IRB for review, and rollout to the student population in October. This is a safety measure that could be implemented on campus to lower sexual assault and misconduct. DEI is focusing to build up and bring in as much funding as we can this year. We recently submitted to the YDHP a grant proposal for \$74,360 and was one of the top five applications to move forward. An alumnus at the mayor's event is deeply involved with the homeless initiatives, Dr. William Mercer, and was excited to learn that WLU submitted for this grant. An HEPC grant was resubmitted for a total of \$10,000.

A virtual book club was held in June with a 100% satisfaction response and employees would like to see more DEI initiatives. The group enjoyed the book in a face-to-face judge free zone. There will be a series of DEI lectures in a townhall setting, the first of which was held August 29<sup>th</sup>. The next meeting will be held September 26<sup>th</sup>, with meetings to be scheduled for October and November. Dr. Akassi ended with publicly thanking Ms. Burkle, who will be highlighted in the next DEI newsletter coming out today. Three minority scholarships will be awarded at the upcoming football game in the names of Dr. Evans, Ms. Shaw, and Ms. Brantley and we have received quite a few applications. These will help the DEI mission and showcase minority students performing above and beyond academically.

**13. Adjournment**

The meeting was adjourned at 9:59 a.m.

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