

**West Liberty University
Board of Governors**

**Student Life Committee
Minutes
May 20, 2024**

In Attendance: Stephanie Shaw, Lou Karas, Tom Cervone

Administration/Faculty/Staff/Guests: Tim Borchers, Brad Forshey, Katie Cooper, Cyndi Galloway

Unable to Attend: Jamie Evick, Rich Lucas, Jenna Maguire, David McKinley

1. Call to Order/Roll Call

- a. Chair, Stephanie Shaw, called the meeting to order at 9:02 AM

2. Approval of Minutes

March 11, 2024

On motion by Tom Cervone and seconded by Lou Karas, the West Liberty University Student Life Committee unanimously approved the minutes of March 11, 2024

3. Enrollment Update-Katie Cooper

Katie provided an update on Fall 2024 Admissions and Recruitment. She shared that we are currently up in new applications for new incoming students by about 65. Our overall headcount is 1,251 (893 of these are returning students).

Day of Aviation will be held on June 1st at the Ohio County Airport.

The admissions office is finding that students and parents want to receive information as soon as possible (move-in day). The office is communicating and sending these types of things earlier in the summer and hoping to keep them engaged.

Communication is also being increased with current students in hopes of increasing the retention rate. Many current students have holds, so the team is trying to reach out and help them.

4. Student Activities Update-Katie Cooper

Many student events have been held on campus including inflatables, campus cleanup, and a dance.

A blood drive was held in April and we hit 85% of the goal. A new company was used and the process seemed to be smoother than normal.

The Grad Fair on campus was a success. Dates will be included on the academic calendar next year so that students can plan for this.

The Senior Toast was held and Dr. Borchers noted that it was a great send-off for the seniors.

5. Enrollment and Retention Initiatives-Katie Cooper

Vision Point Update-We're working with Vision Point on retention. Katie noted that we had 250 on campus for accepted student days. The company has the ability to hit these students with ads making sure that they're doing what needs to be done. We're also working with Vision Point with a Nursing push.

EAB-Strategic Enrollment Management Plan Update

We're working through themes now and trying to carry the momentum through summer so that we can continue with the plan in the Fall when faculty members return. Cabinet members will be meeting with EAB soon to discuss financial aid optimization.

Katie noted that our FAFSA completions are looking good. We're about even with last year even with the delays.

6. Arts Update-Katie Cooper

Over \$25,000 was raised with 97 donors on The Topper Day of Giving.

The Hilltop Players schedule has been released and some of the shows listed include The Rocky Horror Show, It's a Wonderful Life, and The Odyssey.

7. Athletics Update-Brad Forshey

Brad shared that student athlete Reese Burnside with Men's Track received the NCAA Division II 50th Anniversary Scholarship. There were 46 recipients nationwide receiving the \$1,000 scholarship. Though the monetary amount isn't high, the honor and prestige of this award are very important.

Brad also noted that the WESPY Awards event was held on April 23rd. Feedback from this event was tremendous and the student athletes are looking forward to this next year. 17 awards were given out this year.

Women's Wrestling recruitment is going well and we are hoping to have potentially 20-24 registered in the Fall.

8. Community Connections: Lou Karas

Active Shooter Drill-Will be held on June 6th and we'll be working with our campus police and other local departments to complete the drill. This will help us to identify needs and to see what works/what does not.

Topper Day of Giving-We received over \$250,000 in support on the Day of Giving. The Aspire fund that Dr. Borchers created brought in the most funds with \$27,000. Dr. Borchers shared that the Aspire fund will help to offset costs for experiential learning for students.

Lou Karas shared that many local elementary schools have visited campus recently and partnerships for Fall are already underway.

Dr. Borchers shared that we've started work with local colleges, businesses, and the Wheeling Chamber to develop a group called the "Workforce Collective". This group will try to bridge the gap between students and employers and to prepare students for their careers.

9. DEI Update-Katie Cooper

Enrollment and Student Services division recently completed Gender Sensitivity Training. We try to do this training once each year.

10. Other-President Borchers

Dr. Borchers shared that the Strategic Plan will be on the June 5th BOG agenda. He asked for any comments or questions about the plan.

Stephanie Shaw added that she thinks the plan is very thorough and she has appreciated the opportunity to provide feedback throughout this process.

Tom Cervone seconds Stephanie's comments and thinks that we're making great advances.

Adjournment--Tom Cervone motions to adjourn. Lou Karas seconds the motion. Motion to adjourn approved. The meeting adjourned at 9:42 AM.

Minutes submitted by: Cyndi Galloway

Stephanie Shaw _____
Chair