

**West Liberty University  
Board of Governors**

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**Student Life Committee  
Minutes  
January 27, 2025**

**In Attendance:** Tom Cervone, Jenna Maguire, Lou Karas

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

**Unable to Attend:** Stephanie Shaw, Jamie Evick, Katie Kacmarik

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

- a. Tom Cervone called the meeting to order at 9:00 AM
- b. A quorum was not established

**2. Approval of Minutes**

December 2, 2024

Unable to approve minutes due to no quorum.

**3. Fall 2025 Application Update-Katie Cooper**

Applications for Fall 2025 are currently down. Efforts are being made in collaboration with the marketing team to enhance lead generation through targeted campaigns. Additionally, Fall 2025 FAFSA applications have also declined, prompting the development of a communication plan aimed at supporting returning students.

**4. Spring 2025 Student Activities Update-Katie Cooper**

For the first time, a Resource Fair was hosted at the start of the semester. Various campus offices, including Financial Aid, the Registrar's Office, and Housing, collaborated to provide students with a central location to get their questions answered.

Last week, the Org Fair was held to remind students of the various opportunities available on campus. Additionally, Topper Idol, one of the university's most popular events, will commence next week. This competition takes place every Tuesday at 7:00 PM, featuring different themes each week and attracts a strong student turnout.

**5. Enrollment and Retention Initiatives-Katie Cooper**

Traditional open house events appear to have lost appeal. However, the Health Sciences Open House held in the Fall was a high-yield event despite its smaller size. Faculty had the opportunity for more one-on-one interaction with students, making it a more impactful experience.

Moving forward, general open houses for Fall 2025 and Spring 2026 will transition into more specialized open house events. Additionally, a greater focus will be placed on transfer students, with a designated Transfer Day planned for the end of each semester.

Efforts are also being directed towards improving marketing and communication strategies. The university's CRM system is enabling more personalized electronic communications. More targeted campaigns are being implemented to enhance engagement. Tom inquired about student feedback from targeted outreach efforts. Of the leads received from VisionPoint, 58% have converted into applications for undergraduate prospective students.

**6. Arts Update-Katie Cooper**

A group of 12 students, led by Mike Aulick, attended the Kennedy Center American College Theatre Festival in early January. One freshman was named a finalist for the Irene Ryan Acting Scholarship.

Upcoming theater productions include *The Glass Menagerie* in February and *The Odyssey* in late April/early May.

Additionally, Tim shared that Rosalee Hazlett's paintings are currently on display in the art gallery, documenting her recent travels.

**7. Athletics Update-Brad Forshey**

Men's basketball is currently ranked 16th in the nation, with the potential to become #1 in the region.

Men's wrestling is ranked #9 in the country, and the university is hosting the MEC Championships this weekend. Women's wrestling updates were also discussed.

The Women in Coaching Group is organizing a Women in Sports event on February 5th, with plans to involve community members through activities like autograph signings.

MEC Academic Honors results are forthcoming, with 97 student-athletes submitted for recognition.

The recent Baseball Leadoff Dinner was a success, with over 200 guests in attendance. Planning is underway for the second annual WESPY event, which will be coordinated with Kate Billings and Student Activities to coincide with the Spring Fling.

Logan Watson has played a key role in enhancing the university's social media presence, significantly increasing engagement and following for athletics.

**8. Community Connections: Lou Karas**

RISE meetings continue, with the next session scheduled for this Friday to discuss the impact of AI in the workplace. Additionally, plans are being made to meet with Wheeling City leaders to explore opportunities for collaboration on their new strategic plan.

An alumni watch party will be held in Washington, D.C., this weekend for basketball game viewings.

**9. Other Updates-Katie Cooper**

The Black Student Union (BSU) is working with Kate to plan events for Black History Month, including a roller rink event, a read-in, and a luncheon featuring African cuisine. Plans for Women's Empowerment Month events are also underway.

With the introduction of new executive orders related to DEI, efforts are being made to ensure compliance while continuing to support campus clubs and organizations. The university is working closely with HEPC and the Chancellor to align with regulations.

Jenna shared details about the upcoming Soup or Bowl event to support the campus food pantry. The Student Government Association will host its second annual SOUP-er Bowl competition from Monday, February 3rd, to Monday, February 10th. This initiative encourages student groups to participate in combating food insecurity on campus.

**Adjournment—Lou Karas motions to adjourn. Jenna Maguire seconds the motion. Motion to adjourn approved. The meeting adjourned at 9:25 AM.**

Minutes submitted by: Cyndi Galloway

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