

**West Liberty University
Board of Governors**

**Student Life Committee
Minutes**

October 2, 2023

In Attendance: Rich Lucas, Jamie Evick, David McKinley, Lou Karas, Jenna Maguire, Tom Cervone, Stephanie Shaw

Administration/Faculty/Staff/Guests: Tim Borchers, Lynn Ullom, Katie Cooper, Cyndi Galloway

Unable to Attend: Jamie Evick

1. Call to Order/Roll Call

- a. Chair, Stephanie Shaw, called the meeting to order at 3:00 PM

2. Approval of Minutes

September 23, 2023

On motion by Tom Cervone and seconded by Stephanie Shaw, the West Liberty University Student Life Committee unanimously approved the minutes of September 23, 2023.

3. Fall 2023 Enrollment Update-Katie Cooper

The headcount overall was 2,346 as of this morning. This includes a large increase of high school/dual enrollment students (346).

We're down in FTE. We budgeted for 1,700 and are at about 1,500 total. A final number will be shared in the Finance Committee Meeting.

Summer Melt-We registered 465 Freshmen, but 35 didn't show up to campus. Admissions will review communication with the summer students so that we don't see a drop like this again.

AB Students-21 AB Transfers and Freshman. We also pulled in all of their 2nd year PA students. We're also working with those PA students to help them with temporary housing as needed.

Ed.D.-Registered 13 students.

Fall 2024 Applications-We are up in applications and accepted students for freshmen and transfer students. Our application actually opened one month later than normal. We opened in June instead of July this year.

4. Student Activities Update-Katie Cooper

We're averaging 6-7 student activities per week.

Katie shared a Homecoming Recap and noted that we had a great turnout for campus cleanup. Discussion took place on possibly moving Family Fest closer to the rest of the homecoming festivities.

Jenna Maguire added that Serenades had a great turnout, and the Pep Rally went well. The blood drive and donations for food/clothing had good turnouts, too.

Some off-campus trips coming up are shuttles to Oglebay Fest, Tanger Outlets, and a haunted house.

5. Enrolment/Retention Initiatives

During Black and Gold days the focus is to get prospective students more engaged and in their spaces.

Student Success Center-Director started today.

Stephanie Shaw is happy to engage and see how WLU can connect more with Wendy's.

A new retention software called Aviso (through Watermark) will be rolling out soon.

VisionPoint provided us with a marketing brief and very accurately described our student population. We'll continue to work with them and build a marketing plan. We plan to do more digital marketing within a 250-mile radius. They'll give us access to a dashboard to track ads and programs.

A template has been made for creating press releases. 4 GA's have each been assigned to a college to help with PR/Communications.

6. Arts Update: Katie Cooper

Katie shared that a Poetry Club is meeting for the first time this week.

The Choral Department has a Folk Song Celebration coming up.

The Theatre Department has "Measure for Measure" performance coming up throughout the month of October.

7. Athletics Update-Lynn Ullom

Lynn noted that Volleyball currently first in the MEC. Men's/Women's Soccer are both having a good year so far. The Golf Teams are both playing in the MEC Tournament.

Hall of Fame is this coming Saturday.

8. DEI Update-Katie Cooper

We are currently in National Hispanic Heritage Month.

Katie shared some upcoming events:

- WLES will come to campus for an activity, for 3, 4, and 5th grade students. 66 students signed up. Dr. Borchers visited WLES for a tour.
- Trip to Latin American Cultural Center in Pittsburgh-sold out
- 10/10/23 Drag Queen Bingo
- 10/11 Coming Out Day
- 10/16 Pronoun Day

Stephanie Shaw asked if VisionPoint would help with theme-specific email logos. She noted that Wendy's uses different ones, and they actually have one for Hispanic Heritage Month and many others. She'll send us a file of past signatures that have been used for reference.

Adjournment--Tom Cervone motions to adjourn. Stephanie Shaw seconds the motion. Motion to adjourn approved. The meeting adjourned at 3:31 PM.

Minutes submitted by: Cyndi Galloway

Stephanie Shaw _____
Chair