

**West Liberty University
Board of Governors**

**Student Life Committee
Minutes
September 29, 2025**

In Attendance: Lou Karas, Luke Sweat, Tom Cervone, Katie Kacmarik, Stephanie Shaw, Jamie Evick

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

Unable to Attend: None

1. Call to Order/Roll Call

- a. The meeting was called to order at 9:00 AM

2. Approval of Minutes

- a. The minutes from the July 28, 2025 meeting were approved following a motion by Tom Cervone and a second by Katie Kacmarik.

Fall 2025 Enrollment Update: Katie reported that fall verification was completed last week and will be finalized with HEPC in the coming weeks. Current headcount stands at 2,222, with an undergraduate FTE of 1,459, graduate headcount of 333, and 402 dual-credit students enrolled. Budget projections for housing and meals are exceeding expectations, and overall financial outlook remains positive. Graduate hours are tracked differently than undergraduate hours.

To date, 287 applications have been received for Fall 2026. Recruitment events have begun, and while numbers are slightly lower than last year, trends indicate high school students are applying later in the cycle.

Fall 2025 Student Activities: The fall schedule includes 7–8 activities per week, ranging from ping pong tournaments to chocolate fondue parties. Trips to Cedar Point, Oglebay Fall Fest, and Kennywood Fright Night are planned, along with homecoming events such as serenades, celebrity servers, and tent days. Ribbon cuttings, lectures, and milestone reunions are also scheduled during homecoming week, with a full list available on the website.

Enrollment and Retention Initiatives: Katie highlighted ongoing efforts with EAB, including a senior campaign with emails, texts, and mailers, and the Cultivate Campaign targeting sophomores and juniors with parent-focused outreach. A 16-day warm-up communication strategy is being implemented to avoid spam flags. Website updates are progressing quickly, with a mid-November launch anticipated; preview images will be shared at the next Board of Governors meeting.

Arts Update: Upcoming productions include Animal Farm next week and A Christmas Carol later in the season. Tom noted strong alumni participation in the marching band during homecoming.

Athletics Update: The department has partnered with Fanward to improve efficiency in creating game recaps and athlete bios and will soon implement Winwon for academic data integration. Nutrition initiatives are underway through collaboration with “Max Effort,” focusing on protein and recovery support, with potential plans to hire a nutritionist. Additional partnerships include the Lion’s Club and United Way of the Upper Ohio Valley, with successful fundraising events and plans for future basketball games. The 44th Annual Hall of Fame ceremony will take place Saturday, honoring seven individuals during the football game. Stephanie emphasized the importance of storytelling in expanding WLU’s reach, and Brad reported nearly one million Instagram views in the past 30 days, noting improved communication between athletes and administration.

Community Connections: Tim shared updates on RISE meetings, including a recent session at Belmont College addressing technology skill gaps among graduates. Plans are underway to launch a community-wide platform for internships and job readiness. AI initiatives continue, with five faculty workshops completed over the summer and growing interest in classroom integration. Tim expressed a desire to expand experiential learning opportunities with community impact, building on discussions from the Board of Governors retreat.

Adjournment: The meeting adjourned at 9:33 AM following a motion by Tom Cervone and a second by Katie Kacmarik.

Minutes submitted by: Cyndi Galloway

Stephanie Shaw _____

Chair