

**West Liberty University
Board of Governors**

**Student Life Committee
Minutes
July 28, 2025**

In Attendance: Tom Cervone, Stephanie Shaw, Katie Kacmarik, Lou Karas (staff member)

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

Unable to Attend: Jamie Evick, Luke Sweat

1. Call to Order/Roll Call

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

2. Approval of Minutes

March 31, 2025

Tom Cervone motioned to approve the minutes of March 31, 2025. Katie Kacmarik seconds the motion. Minutes approved.

May 27, 2025

Katie Kacmarik motioned to approve the minutes of May 27, 2025. Tom Cervone second the motion. Minutes approved.

3. Fall 2025 Enrollment

Total headcount for undergraduate and graduate students is 1,695. Undergraduate FTE was last reported at 1,404, compared to the budgeted 1,357. Graduate enrollment hours are still being tracked. Several local recruitment campaigns are currently running, and overall enrollment numbers are looking strong for the fall semester.

4. Spring 2025 Student Activities

TopperFest, a two-week kickoff event, has been organized to connect students to campus as part of retention efforts. Activities include dinner on the quad, dessert at the president's house, and a hypnotist event. All activities are listed on the university website under "TopperFest."

5. Enrollment and Retention

The final summer orientation is scheduled this week, with nearly 90 families registered. This orientation is open to all majors, and a virtual option will be held on Friday. Orientation has been a highly hands-on effort, with strong collaboration among staff and faculty. Tim noted that the university recently received a very positive thank-you note from a participant regarding the enrollment process and orientation experience. Additionally, 33 students attended the most recent Black and Gold Day event on Friday.

Significant time is being dedicated to working with EAB on the communication plan and social media initiatives. EAB will visit campus in August to meet with the team in person.

Work continues on the new university website, with a launch planned for November. Progress has been made, and the team is optimistic about meeting the timeline. Stephanie expressed her appreciation for the positivity, leadership, and effort demonstrated by the WLU team.

6. Arts Update

Chris Reese has been hired into the department. Upcoming productions include *Animal Farm*, *A Christmas Carol*, and the musical *Jesus Christ Superstar*. Dates for these performances are posted on Facebook. The summer music camp was also held on campus and brought in a strong group of students.

7. Athletics Update

Several teams, including women's basketball, baseball, men's and women's track, and volleyball, received academic team recognitions, and many individual athletes were also honored for their academic achievements. Facility Fridays have been successful, generating strong engagement

online. A new alumni spotlight feature, "Timeless Toppers," will launch monthly. WLU finished 5th in the MEC Commissioner's Cup. Chick-fil-A will now provide concessions at all sports except football. MEC has added Shawnee State, bringing the conference membership to 12 institutions; Shawnee sponsors 19 sports. Plans are underway for a Fall Coach's Show, which will be pep-rally style and streamed on TopperStation.

8. Community Connections

Efforts are ongoing to improve the camper and conference experience, including enhanced internal communication and exploring recruitment opportunities during these visits.

Tim also noted that RISE meetings continue to be held monthly.

Adjournment—Tom Cervone motions to adjourn. Katie Kacmarik seconds the motion. Motion to adjourn approved. The meeting adjourned at 9:28 AM.

Minutes submitted by: Cyndi Galloway

Stephanie Shaw _____
Chair