

Academic Affairs/Student Life Committee Meeting

7/28/26

In Attendance: Tom Cervone, Katie Kacmarik, Will Turani, Lou Karas, Robert Kreisberg

Unable to Attend: Jamie Evick, Stephanie Shaw, Luke Sweat

Others in Attendance: Tim Borchers, Cyndi Galloway, Katie Cooper, Brad Forshey, Cathy Monteroso, Sarah West

Meeting Begin: 9:02AM

Meeting Minutes Approval

The previous meeting minutes could not be approved due to a lack of quorum.

Cathy Monteroso – Academic Affairs

Discussion was held regarding new program development.

Katie Cooper – Enrollment Management

Black & Gold Days: Students and parents appear to be doing their research in advance and are attending these events primarily to get a feel for campus. The Enrollment Management team is exploring ways to make Black & Gold Days more engaging and is considering additional options for next year, including evening events such as a pizza gathering with current students. Alternative scheduling is also being considered to better accommodate families with daytime work commitments.

When families visit campus, career preparation is consistently their top concern. They want to ensure students are being prepared for their next steps after graduation. Housing is also a high-priority topic, and there may be opportunities for improvements in that area.

Beginning August 10, EAB will launch a new campaign that includes a chatbot for students. The University will have access to all information shared through the chatbot. The team is also piloting a direct-admit campaign.

Arts Update

The Youth Music program was held on campus earlier this summer. This year marks the 100th season of theatre.

Robert asked Katie to share advising sheets with all faculty members. He also raised questions regarding prerequisites. Katie will research those concerns and provide a follow-up.

Athletic Update – Brad Forshey

Brad highlighted several recent academic achievements within Athletics. Baseball received the ABCA Team Academic Excellence Award, volleyball earned its 12th consecutive team academic award, and women's basketball received special recognition from the WVBCA for the third consecutive year. Men's and women's track earned All-Academic Team honors, five student-athletes received individual academic recognition, and both golf and wrestling were also recognized for academic success.

Athletics is planning several promotional events throughout the year, including Military and First Responders Night and Faculty Appreciation Night at the final football game of the season. For Faculty Appreciation Night, student-athletes will have the opportunity to invite faculty members who have made a positive impact on their educational experience.

The department has also launched new social media features, Outside the Line/Sports Rewind, and is preparing marketing initiatives to celebrate the 100th season of men's basketball this fall.

Community Connections

Camps and Conferences: Seventeen camps and conferences were hosted on campus this summer, providing valuable opportunities to bring high school students to campus and introduce them to the University. The department is exploring opportunities to expand camp offerings next year, with band camps identified as a particularly strong recruitment opportunity.

A student/employer luncheon event is currently being planned.

The Wheeling Chamber Business After Hours event is also being planned.

Adjournment

Will Turani moved to adjourn the meeting, and Katie Kacmarik seconded the motion.
Meeting Adjourned: 9:42 a.m.