

Fairmont State University Board of Governors- Enrollment, Housing & Student Life Committee

Thursday, December 5, 2024

Hardway 219 and Teams

Meeting Minutes

Present via Teams: Jason Pizatella, David Goldberg, Greg Bamberger, Haley Cochran, Monica Cochran, Jessica Sharps

Present: Lance Puccio, Jon Dodds, Drew Paton, Riley Neal, Dr. Heath Howard, Dr. Brian Selmeski, President Michael Davis, Dr. Janna Bredeson, Jeremiah Kibler, George Wolf, Jason McCoy, Cheryl Lewis, Dawn Blankenship

Absent: Jennifer Kinty, Wendy Adkins

Call to Order

Jason Pizatella called the December 5, 2024, Enrollment, Housing & Student Life Committee meeting to order at approximately 9:04am.

Fall Housing Applications

- Returning students and newly enrolled students applications received for Fall 2025 632; up from 584 for Fall 2024
- Fall 2024-Spring 2025 current occupancy to date 890 students
- 5-year Housing Rates (handout) show a 4% increase for 2025
- The 4% increase covers early move-ins, students staying over break, etc. which assists with rising labor and utility costs in the residence halls.
- Summer is a separate term; students staying for the summer will move into 1 central hall; the other halls will be used for camps and conferences.

Student Affairs Staff Development

- ½ day in service for Student Affairs Staff
- Staff completed Clifton Strengths Finder
- Able to begin to create culture for the department & a common vocabulary with shared experiences

Holiday Facility Schedule

- The number of students who stayed on campus over Thanksgiving break is up from last year; students will not be charged to stay in the residence halls this semester.
- Alladin (Jeff Swaim) offered dining times for students who remained on campus in the cafeteria.
- The Campus Recreation Center (Spencer Flanagan/J.R. Lowery/ Heidi Hormell) was able to open due to students wanting to work over break so that others were able to use the facility.

Fall Welcome Week Planning

- Initiative to increase engagement, connections, & foundations for FTFs and transfer students
- Cross departmental planning has begun around campus for this event.
- 5 weeks after classes begin students will revisit the educational foundations laid during Welcome Week.

Spring Enrollment Update

- 25% increase in admissions for Spring 2025 Commitments
- A Foundation Scholarship was identified to help students with balances pay them off.
- Current Increase for Spring Enrollment Predicts 2,400 Students

Spring Enrollment Update

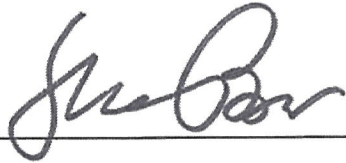
- Making strides in the past 4 weeks with new recruitment strategies in place for recruiters to implement
- Early in the process name buys, marketing strategies, and school visits are increasing both in and out of state

Fall Recruitment Update

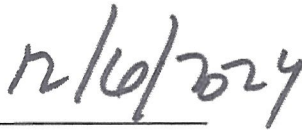
- Deposits are up but applications and admitted students are down
- Recruiters will be taught strategies to make them more aggressive in their approach to bringing students to campus
- Software and platforms being optimized for full digital
- Fall to Spring Retention Rate will be targeted to slow/stop the attrition rate for students who leave
- 500 total students visited campus in November
- 115+ students attending December SOAR Event on campus
- Optimizing Financial Aid to connect the value of Fairmont State university to the monies students are awarded which will leverage aid to grow enrollment & build revenue
- Creating a seamless application experience

Adjournment

Jason Pizatella adjourned the meeting at approximately 9:53am.



Jason Pizatella, Committee Chair



Date