

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

Tuesday, February 11, 2025

Hardway 219 and Teams

Meeting Minutes

Present via Teams: Haley Cochran, Monica Cochran, JD DeVaul

Present: President Michael Davis, Dr. Brian Selmeski, Jennifer Kinty, Lance Puccio, Jon Dodds, Drew Paton, Riley Neal, Dr. Janna Bredeson, George Wolf, Jason McCoy, Cheryl Lewis, Dawn Blankenship, Leticia Cavicchio, Tanner James, Alicia Kalka, Summer Boggess, Spencer Flanagan, Luke Kopp

Absent: Jason Pizatella, Wendy Adkins

Call to Order

Jennifer Kinty called the February 11, 2025, Enrollment, Housing & Student Life Committee meeting to order at approximately 8:58am.

Division of Student Affairs- Dr. Janna Bredeson, Vice President of Student Affairs

Fall Review (*General Overview, Key Programs, New Initiatives*)

- Career Services—Alumni Career Connections Podcast
- Technology Enhancement—Anthology's Engage being Implemented
- Student Activities—Summary of Fall 2024 Student Activities with Up All-Night Event Wrap Up
- Introductions
 - Assistant VP of Engagement & Activities Spencer Flanagan
 - Assistant VP of Wellbeing & Housing Luke Kopp
- Centralized Scheduling-Rolling Out Slowly; using spaces to increase potential revenue and maximize space usage
- Campus Unions
 - 79% increase in revenue to \$45,530 up 25% from 2024
 - Falcon Center had 25,164 visits, up 18% from 2024
- Campus Dining
 - Served Meals over Holiday Breaks at No Charge to Guests and Students
 - 3,138 Guests including 1,876 Students Ate Meals Over Breaks
- Pence Hall Reopened Fall 2024
 - 1st Floor Lounge redesigned and Opening Soon to Students
- Morrow Hall
 - Boiler and Heating Issues
 - New Roofing Happening Summer 2025

- Bryant Place
 - ESports Lab is Fully Functional and Open to Students
 - Over 40 Residence Life Programs Occurred during Fall 2024 for Residence Hall Students
 - Dr. Bredeson and AVP Luke Kopp Walking Residence Halls Weekly
 - Working to Stabilize Retention and Occupancy from Semester to Semester in Residence Halls
- 2025-2026 Housing Applications
 - 747 Applications for 2025-2026 with 647 Students Assigned to Rooms and 105 Students Waiting for Assignments
 - Looking at Aligning Room Occupancy Maximization with Enrollment Trends
 - Looking at Opening Housing for 25+ Year Old Students (veterans, transfers, athletes, etc.)
 - Working on a Communication plan to Keep Housing Residents Updated and Abreast of All New and Upcoming Innovations and Programming in Housing

1st year Experience Project

- First year Experience Program
 - Maximize engagement for 1st year students, foundational programming and learning for all demographics and types of students
 - Created a cross-campus task force
 - Beginning at Orientation Summer 2025 and moving into Fall 2025 and forward
 - Increase retention rates for 1st year students

Student Affairs Implementation Plan Development

- Division Wide Working Sessions
- First 4 hour working Session on 02.14.2025 for Strategic Planning and Space Planning
- Engage New Stakeholders for Advancements Across Departments and Campus to Enhance Student Experience
- Align Implementation Plan with Turley Center Building, Falcon Center, and Library

Division of Enrollment Management- Mr. George Wolfe, Vice President for Enrollment Management

Spring Enrollment

- Headcount 3,065 students
- New Students- 12% Increase (majority of students are transfers and readmitted students)
- Enrollment in graduate programs is stable.
- Spring Persistence Rate- 82% of undergraduate students returned, 6.5% increase over previous year and 61% of graduate students returned; Dual Enrollment also increased.

Fall Enrollment Update

- 200+ Student Deficit Gap from Previous Years Closed
- Commitments from Incoming Students Stronger than in Previous Years
- Fall 2026 will require incoming students to make a deposit to secure their spot.
- Yield following same track as matric

Access Scholarship Update

- Announced to Public
- Family household Income of Less than \$70K for Student to Qualify for Scholarship
- Opens Door for Recruiting Students at a Younger Age
- Increases University's Revenue due to State of WV Funding Formula with Lower income Student Multiplier
- Building Inquiry Pools Earlier and Being More Aggressive with Recruiting Strategies
- Working to Increase FAFSA Application Submissions Amongst Currently Enrolled Students too

Enrollment Management Implementation Plan Development

- Guiding Principles- collaborate and synthesize research and services to fulfill university's mission statement, SEM vision, and students' educational goals
- SEM Key Initiatives
 1. Develop state-of-the-art enrollment management and practices
 2. Institutionalize students-centric enrollment and campus environment
 3. Grow and Stabilize enrollment 5,000 Students
 4. Increase tuition revenue by <20%
 5. Increase regional and national student profile and brand awareness

Progress toward Plan Fulfillment

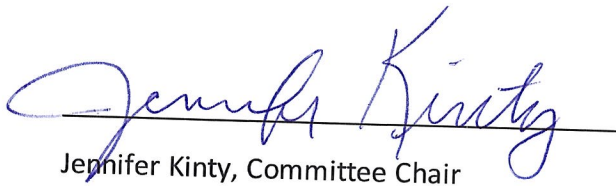
- Student Market Assessment- Completed
- Current Institutional Performance Assessment- Completed
- SEM Operational Structuring-Completed

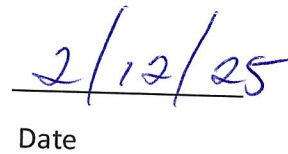
To Be Completed

- Recruitment Operational Plan
- Retention and Student Success Operational Plan
- Marketing Operational Plan
- Operational Tracking Plan
 - Administration Component
 - Institutional Component

Adjournment

Jennifer Kinty adjourned the meeting at approximately 9:46am.


Jennifer Kinty, Committee Chair


Date