

Fairmont State University Board of Governors – Enrollment Committee
Wednesday, October 4, 2023 at 2:00pm
Hardway 219 and Teams
Meeting Minutes

Present: Ken Fettig, Cheryl Lewis, Jon Dodds, Heath Howard, Christa Kwiatkowski

Teams: Tish Caviccio, Jay Puccio, Olivia O'Connor, Alicia Kalka, Michael Davis, David Goldberg, Jennifer Kinty

Absent: Wendy Adkins, Jon Dodds, Jason Pizatella

Call to Order

Jay Puccio called the October 4, 2023 Enrollment Committee meeting to order at approximately 2:02pm.

- Ken Fettig provided an enrollment update on the following items:
 - Provided graph on Enrollment by college within Fairmont State University showing an even split
 - Provided enrollment figures after student removal for non-payment. Approximately 50 to 60 students did not return. Of those, 20-25 were first time freshman. It was reported that some students were removed for non-attendance, and others attended but were unable to afford payment. Efforts to reach out to the student before the non-payment date were made, as well as, correspondence to the Foundation for monetary assistance for these students. Students are put on hold if their balance is above \$200. Christa Kwiatkowski reminded that in the past, the threshold was \$1000; however, it was difficult for the student to afford this, resulting in an accumulation of additional debt.
 - Reported our biggest decline was at the graduate level.
 - Reported an increase in retention rates over the year
 - Reported a growth in our transfer student population based on the Alderson Broaddus Institution closing. Staff did an excellent job across all units to support the quick transfer. Out of 114 applicants, 48 enrolled
 - Reported that in the past, we looked at head count for reporting student population, but now are looking at a more accurate reporting system based off of enrollment hours, with "FTE" being the primary metric. "FTE" calculation assigns points based on full-time or part-time enrollment. Undergraduate students enrolled in at least 12 hours, and graduate students enrolled in at least 9 hours are assigned 1 point, and ½ point assigned if student enrolled in less than 6 hours. "FTE" chart does not reflect police academy, or post bachelorette students.
 - David Goldberg addressed that there are many contributing factors that are out of an institution's control on why student enrollment could be down. He encouraged further discussion to discuss these particular factors.

- Ken Fettig provided housing updates on the following items:
 - Provided Chart reflecting Current Term Occupancy. Highest Revenue is at University Terrace and Bryant Place. Pence Hall houses our police academy students. Prichard Hall and Pence Hall are also reserved for special populations. If student lives in Bryant and Morrow Hall, they can renew their room.

- Reported an increase in term occupancy for undergraduate students from 2023 to 2024.
- Michael Davis commented that the longer we can keep students on campus, the longer we can retain our students to improve retention rates.
- Ken Fettig provided Student Services and Student Life update on the following items:
 - Strategic Enrollment Management Planning: Under our new Administration, with President Davis, we are launching an overall University Strategic Plan, which in turn will launch a Strategic Enrollment Management Plan. Prelaunch meetings have been held with Directors and Deans across campus. Initiative is that total enrollment is the Institution's responsibility as a whole.
 - Institutional Merit Scholarship- Reviewed utilizing Institutional Merit Scholarship as a leverage for recruiting and seeking donorship. Goal is to move away from test scores as an admission factor, but focus more on high school GPA. A 3.0 is the base GPA, and as the GPA increases, the award options increase
 - Homecoming- The events were very successful, even though it rained during the parade.
 - Social Services-In the past, Fairmont State University has not employed a social worker. This position has been very beneficial in assisting students who are on the fringes of foster care, are homeless, or have parents who are incarcerated, to have options for assistance through programs like modify. Upon the completion of the FAFSA, our social worker will be able to identify these students early on.
 - International Recruitment- International Department has formed a partnership with Keystone for recruiting purposes
 - Health Clinic-Brand new facility to accommodate the increased need for mental health services. Students are seeking more help, and the stigma that comes along with that is diminishing. Clinic assists approximately 100 patients a week. Davis Goldberg commented on how impressive the facility is and how vital their services are. He encouraged further discussion on assisting with the health services initiative.
 - Falcon Center and Campus Recreation- Employed additional staff to oversee club sports and intramural sports. Focusing on club and intramural sports, provides students with additional avenues to participate at Fairmont State University. The "Rush the Rec" initiative has resulted in an increase of approximately 1000 students utilizing the Falcon Center. Extended hours of the facility, has contributed to the increase in evening and weekend student usage.

Adjournment

Jay Puccio adjourned the meeting at approximately 2:39pm.



Jay Puccio, Committee Chair

10-10-23
Date