

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

**Wednesday, January 31st at 2:00pm**

**Hardway 219 and Teams**

**Meeting Minutes**

Present via Teams: Jennifer Kinty, Jay Puccio, Dr. Dianna Phillips

Absent: Wendy Adkins, Jason Pizatella, Olivia O'Connor

Present: President Michael Davis, Jon Dodds, Dr. Gina Fantasia, Jason McCoy, Christa Kwiatkowski, Cheryl Lewis, Dr. Heath Howard, Jeremiah Kibler, Spencer Flanagan, Selina Spiker, Alicia Kalka

**Call to Order**

Jay Puccio called the January 31<sup>st</sup> Enrollment, Housing & Student Life Committee meeting to order at approximately 2:03pm.

**Enrollment Updates**

Alicia Kalka presented the current Spring 2024 and Fall 2024 Enrollment PPT to the Board.

- YOY 1<sup>st</sup> time FT Student Retention- slight increase
- 2023= 396 students to 2024= 433 students
- Future YOY Data will include Transfer Students and Readmitted Students
- Exceeding internal goal for new student population= 262 students
- Marketing Campaigns to encourage enrollment
- Dip in total head count for Spring 2024 enrollment
- Streamlined application processing processes to increase enrollment and student satisfaction
- 01.26.2024 2,363 applications submitted to be accepted into university
- Applications up 2% and submitted applications up 9.5% for Fall 2024

**Housing Updates**

Alicia Kalka presented the current Spring 2024 and Fall 2024 Housing PPT to the Board.

- Growth and strength in housing assignment number of students
- 626 students committed to on campus housing for Fall 2024

**Student Life Updates**

Alicia Kalka presented the current Student Life PPT to the Board.

  
2/5/24

## Student Life

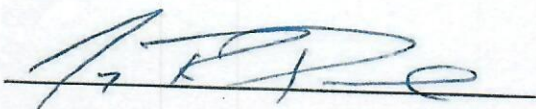
- Associate Director Justin Rader and Director Spencer Flanagan programming to help retain students and keep them actively engaged on campus

## Additional Informational Updates

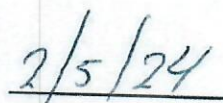
- Marketing Initiatives (URM and Student Success)
  1. All outgoing communication now personalized
  2. Radio ads in local and metro areas
  3. Traditions Scholarship
  4. Presidential Scholarship (WV only)
  
- Student Success Department General News
  1. MLK Day of Service
  2. Day at the Capitol
  3. Spring Career Fair—Sponsorship Opportunities
  4. On the Road! - Recruiting across states and in WV
  5. Tina Shaw- Alumni Relations and ECDC
  6. Maroon & White Day

## Adjournment

Jay Puccio adjourned the meeting at approximately 2:55pm.



Jay Puccio, Committee Chair



Date