

**DRAFT**

**Student Affairs Committee  
Board of Visitors Room  
December 12, 2003  
8:30 a.m.**

**MINUTES**

Mrs. Madison-Foreman, Chair, called the meeting to order at 8:30 a.m. Roll call indicated that the following Committee members were in attendance and that a quorum was present:

**Committee Members Present:**

Mrs. Viola Madison-Foreman, Chair  
Mrs. Virginia M. Board  
Dr. Jacquelyn Y. Madry-Taylor  
Mr. B. Rod Rodriguez

**Other Board Members Present:**

Mr. Jack Ezzell, Jr., Rector  
Mr. Colvin Gibson

**Members of NSU Staff Present:**

Mr. Larry Curtis, Vice President for Student Affairs  
Mr. Benjamin Ellis, Director of Career Services  
Mr. Patrick Kelly, General Counsel  
Mrs. Michelle Marable, Director of Admissions  
Mr. Orby Moss, Director of Athletics  
Dr. Alvin J. Schexnider, Executive Vice President  
Mrs. Deloris H. Smith, Recorder

**Student Representative Present:**

Mr. E'yrce Barnes, President, Student Government Association

**Others Present:**

Mr. Nathaniel E. Watkins, Vice President, Student Government Association

**1. Approval of Minutes**

Dr. Madry-Taylor motioned, seconded by Mrs. Board and unanimously voted by the Committee to approve the minutes of the August 29, 2003 meeting.

**2. Discussion Items**

**Campus Security** – Mr. Curtis reported the various measures that have been taken to improve safety and security on campus (increased foot and bike patrols; call boxes; security guards in residence halls; closure of several access gates; new badge policy; etc.). In addition, a consultant worked with the campus police chief to develop a proposal to reorganize campus security. Plans are

underway to hire additional police officers.

Mr. Gibson suggested that the University consider imposing a zero tolerance policy, with the possibility of arrest, for those individuals who do not comply with the badge policy.

**New Student Center** – Mr. Curtis stated that studies are now being conducted in preparation for construction of the new facility. Building construction is expected to be completed in 2006.

**Admissions Report** – Mrs. Marable gave a brief review of three charts she developed which provide statistics on admission applications and admission offers. She distributed copies of a new admissions post card that is being used as a recruitment tool. It will be mailed nationwide to 125,000 students. In January, our application on the web will be configured to automatically download into the Student Information System. All of these initiatives will allow us to speed up the entire application process so that students can get a quicker response.

Mr. Curtis distributed copies of the Fall Cohort Comparison Report developed by the Office of Planning and Budget. This report shows what has been done in terms of bringing students in since the fall of 2001 (freshmen, transfers, and non-degree-seeking students). Mrs. Marable briefly reviewed the report. She emphasized that more transfer students have enrolled (an increase of 101). It was also noted by Mr. Curtis that transfers are up for January 2004 (210 will be coming in versus 103 last January).

The Spartan Transition Program was started this year. This program allows a select number of students to come in as non-degree (71 were brought in this year). Upon successful completion of the first semester with a 2.0 GPA the student will be able to matriculate.

In response to a question, Mrs. Marable and Mr. Curtis provided various reasons why freshmen transfer to Norfolk State. Dr. Schexnider commented on the issue of transfer students. He said that efforts have been underway to improve the knowledge base regarding why students transfer and what we can do to make the process smoother and provide better service to them. Also, some new initiatives have been established in the academic schools to help transfer students with regard to their credits. He said that although some improvements have been made, more is needed in the area of articulation agreements.

Mr. Curtis stated that efforts are underway to reorganize the entire process for transfer students so that we can become more competitive. Towards those efforts a separate day will be held for transfer students during new student orientation. In addition, the School of Education will work directly with some of the older students transferring from TCC to help them with their schedules.

Dr. Schexnider said that during strategic planning for NSU, it was learned that over the last decade our enrollment has declined whereas ODU and TCC have had significant increases. African American enrollment at these colleges has increased dramatically--clearly a threat to HBCU's. He said we must rethink our business practices because it is very important to the future of Norfolk State.

Dr. Madry-Taylor asked if faculty in the various disciplines at NSU have articulation meetings with faculty at community colleges by academic departments because face-to-face dialogue is critical. She said that most African Americans are entering community colleges from high school rather than four-year colleges. It is the faculty from these schools who are sending them to the four-year colleges with whom they maintain dialogue. In response to Dr. Madry's question, Mrs. Marable said that Dr. Brenda Lewis, Associate Vice President for Academic Affairs, meets on a regular basis with TCC representatives. In addition, we have a booklet entitled "The State Transfer Guide" which basically tells community college students what courses they need to take to stay on track for transferring to Norfolk State. She said that the booklet is updated every year by the different

academic departments as well as the TCC representative or representatives from the Virginia community college system.

Mr. Curtis reviewed the chart showing the number of completed applications by state. The chart shows where our students are coming from. He briefly explained the reasons for the increases and decreases in various states. Mr. Curtis passed around, for viewing, a copy of the *Guide to Historically Black Colleges and Universities* and the *Guide for College-Bound Hispanic Students*. A profile of Norfolk State is featured in these publications. They are mailed to approximately 300 high school guidance offices throughout the country and are also used during recruitment at college fairs.

Mr. Curtis reviewed an article from the Daily Press newspaper in Hampton entitled, “*How the Classes Compare.*” The article compared the freshman classes for 2002 and 2003 at seven state universities and one private university (Hampton)—for size, residency, male/female ratio, SAT average, GPA average, and racial breakdown. With reference to racial breakdown, he said that we are constantly trying to improve our profile in order to attract special populations (whites, Asians, and Hispanics). He said it is very important to have a good profile in order to be more competitive during the marketing process.

**International Student Recruitment** – Mr. Curtis reported that efforts are underway to streamline the admissions process for international students. They will be admitted first and the affidavit of support will be requested last. In the past this process was reversed

Mr. Curtis discussed the efforts to recruit Japanese students. He informed the committee about some of the initiatives that an NSU graduate from Japan has done to assist in these efforts. In November she brought seven students from Japan to visit the campus during Homecoming to experience life at an HBCU, and they had a great time. Their visit was publicized in *The Virginian Pilot* newspaper. The students expressed an interest in attending Norfolk State; therefore, we are working to start an English as a Second Language Program for international students. In addition, our graduate from Japan will assist us with marketing and translating all of our information into Japanese. There is also the possibility that we may be able to establish an exchange program.

Enrollment Report – Mr. Curtis reviewed the “Norfolk State University Fall 2002 & Fall 2003 Facts” sheet that was developed by the Office of Planning and Budget. It provided statistics on student enrollment. He noted that there has been a slight increase in male student enrollment, which can be attributed to a strong marketing campaign to attract more males. Mrs. Marable added that for the fall of 2003, the male SAT average was higher than the female SAT average (908 for males and 890 for females).

- 3. Student Government Report** – Mr. Barnes provided information on the SGA Town Hall Meeting and Homecoming activities sponsored by the SGA this semester. He said that university administrators were present at the Town Hall meeting to answer students’ questions. Mrs. Madison-Foreman attended the last meeting and commended the SGA for the way they conducted the meeting. She encouraged other members of the Board to attend a Town Hall Meeting in the future.

Mr. Barnes provided information about the SGA’s involvement in the Habitat for Humanity community service project along with students at other local colleges and universities. He said that construction of the home is scheduled to begin in January. It will be located in Norfolk, and a family has been identified to occupy the home. The SGA has also been involved with the petition-signing for the new residence hall and will participate in City Council meetings pertaining to the same. In addition, the SGA attended an event with the governor last Monday in Virginia Beach. Mr. Barnes has also been involved with Virginia Twenty-One—an alliance of Virginia students concerned with higher education in the state. Dr. Schexnider recommended that the Media Relations Office be contacted to publicize the SGA’s participation in the Habitat for Humanity project. Mr. Ezzell and Mr. Gibson complimented the SGA for their participation in community activities and community service

projects.

Mr. Barnes concluded his report by distributing copies of the second issue of the SGA newsletter and providing a brief summary of its contents

**Athletic Department Status Report** – Mr. Moss began his report by announcing that the men's cross country team had won its fourth consecutive conference championship

Mr. Moss continued his report by providing information about the football program and the problems they encountered this season. He said that the main problem stemmed from a lack of returning linemen from last year (only one starter returned). With reference to staff, the decision has been made to replace the offensive and defensive coordinators.

Other highlights from Mr. Moss's report are as follows:

- The Hall of Fame Banquet was successful. The Athletics Foundation voted not to have a banquet next year but in the following year (2005).
- The car raffle was very successful. The University cleared \$60,000. Greenbrier auto dealership provided the vehicle that was raffled. Because of our success, the dealer has consented to donate a vehicle for the next raffle, which will kick off in January.
- The Athletics Foundation has been asked to sponsor fifth-year scholarships for student athletes. This program will be the focus of the Foundation. All of the \$60,000 raised from the raffle will go towards scholarships.
- The compliance officer has recently been named athletic director at Spellman College and will have to be replaced. The equipment manager resigned during the summer and has already been replaced.

**Graduates: Job Placements and Graduate School Enrollment Report, Job Fair and Career Day** – Mr. Ellis began his report by stating the mission of the Career Services area, which is to provide a full-service career center for students and alumni, and revealing the basic functions of his area. He reviewed and explained the three-year summary charts included in the agenda pertaining to overall placement rates, the graduating class career status, the Career Fairs, and the Graduate & Professional School Fairs.

Mr. Ellis informed the committee that Target, General Dynamics and several divisions of Homeland Security have recruited on campus, participated in the Career Fair, and will provide internships and employment opportunities for students.

He concluded his report by stating that more students are opting to go to graduate school. Studies reveal that students going on to graduate school are the most employable graduates that we have. A Graduate and Professional School Day was held to provide students with information about graduate school opportunities.

Senior participation totaled 283. Efforts will be made to increase senior attendance.

Mrs. Madison-Foreman concluded the meeting by thanking and commending Mr. Curtis and his staff, as well as the SGA president, for their reports.

There being no further business, the meeting adjourned at 9:55 a.m.

Respectfully submitted,

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Larry Curtis  
Vice President for Student Affairs

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Viola Madison-Foreman, Chair  
Student Affairs Committee