

BOARD OF VISITORS

Student Affairs Committee
President's Conference Room
September 4, 2009
10:10 a.m. to 11:10 a.m.

Mrs. Viola M. Madison, Chairperson, called the meeting to order at 10:15 a.m. Roll call indicated that the following Committee members were in attendance and that a quorum was present:

Committee Members Present

Mrs. Viola M. Madison, Chairperson
Ms. Virginia M. Board
Mr. Stanley Green, Jr.
Mr. Donald W. Seale

Other Board Members Present

Mr. Edward L. Hamm, Jr., Rector
Mr. Gary T. McCollum

Members of NSU Staff Present

Dr. Carolyn W. Meyers, President
Mrs. Sharon B. Lowe, Vice President for Student Affairs
Mr. Marty L. Miller, Director of Athletics
Mrs. Terricita E. Sass, Interim Executive Director of Enrollment Management
Ms. Pamela F. Boston, University Counsel and Special Assistant Attorney
Mr. Ralph W. Johnson, Vice President for Finance & Business
Mr. Curtiss Wall, President, Faculty Senate
Dr. William E. Ward, Legislative Liaison
Mr. Kevin Burns, Director of Financial Aid
Mrs. Regina Bynum, Registrar
Mrs. Michelle Marable, Director, Customer Care and New Student Orientation
Ms. Cynthia B. Lewis, Director, Veterans Affairs
Dr. Jannie W. Robinson, Associate Vice President for Student Affairs
Mr. James Smith, Acting Director of Admissions
Mr. James Walke, Assistant Director of Institutional Research
Ms. Danielle Williams, Community College Liaison
Ms. Deloris H. Smith, Recorder

Members of Student Body Present

Ms. Shayla L. Schaffer, President, Student Government Association
Mr. Melvin Brown, Co-Founder,
Ms. Shakiema Dixon, Co-Founder,

Members of the Press Present

Ms. Denise Watson-Batts

1. Approval of Minutes

Mrs. Madison asked for a motion to approve the minutes.

Mr. Green motioned, seconded by Mr. Seale and unanimously voted by the Committee, to approve the minutes of the May 8, 2009 meeting.

After welcoming everyone to the meeting, Mrs. Madison asked Mrs. Lowe to proceed with the reports.

2. Discussion Items

a. Enrollment Management Report

Mrs. Sass presented the Enrollment Management Report. The following are highlights from her Power Point presentation:

The University received more than 10,000 applications with more than 5,000 processed to completion. Preliminary yield rates were presented for in-state and out-of-state freshmen and transfers. Preliminary enrollment figures were provided. Final census numbers will be available in October prior to the December BOV meeting.

Important reasons for the turnaround

- Financial Aid leveraging
- Working closely with students with smaller balances
- Campus engagement. The Enrollment Management areas worked closely with the school deans and provided them with information regarding the entire enrollment process. Faculty participation exceeded prior years. Faculty contacted students and parents and talked to them about their programs. Parents and students were very impressed with these contacts.

Increased Efforts to Cultivate Better Partnerships with the Community Colleges

The University has focused a great deal of attention on increasing the number of transfer students through increased and improved articulation agreements and service delivery. The Community College Liaison visits the community colleges several times a week to let their students know that Norfolk State is a viable option. She also works with the students who are not admissible (whom we refer to the community colleges through our Passport Program) to ensure that they have a connection and transfer back to Norfolk State.

Aggressive Implementation of the Honors College and the School of Extended Learning

More students were interested in becoming a part of the Honors College. More than 1800 students are taking courses online. A number of individuals who “stopped out” out of college have decided to return to complete their degree requirements (202 Reclamation

students returned to Norfolk State this year).

Targets

New targets must be established. This will begin in the spring.

Challenges

- Lack of adequate on-campus housing. This was a deterrent for many students who wanted to enroll.
- Minimizing negative publicity. We cannot achieve our goals if we encounter negative publicity. We need to ensure that we keep Norfolk State in the forefront and generate more positive publicity.
- Support for the net tuition revenue strategy (must have ongoing support for this)
- Appropriate staffing levels (must have during the fiscal crisis in order to serve a growing student population)
- Adequate fiscal resources (must have in order to travel, advertise, provide printed and other recruitment materials; must also have the necessary technology in place (i.e. web design, campus portal, etc.)

Mr. McCollum commented on the possible role the Board could play in helping Mrs. Sass in her areas of need. She said that Mr. Decker has agreed to go to Tidewater Community College with her to provide support for increasing the partnership and level of support that counselors are giving us in referring their students to Norfolk State. She also said that she would let the Board know other ways that they can help.

Selected Efficiency Achievements

- Approximately 20 of the 200+ Men scholars enrolled under the Provost Scholarship offer. These are African American males from Hampton Roads with a 3.0 or higher gpa.
- The Provost's scholarship was a new initiative and worked extremely well.
- The four-year lock-in program helped to increase out-of-state student enrollment.

Enrollment Management Goals and Objectives for FY 2009-2010

Mrs. Sass stated that we need a new enrollment management plan as part of our appropriations. The current plan will end in 2010. This will be a campus wide effort. It will include plans for increasing the quantity and quality of our applicant pool; increasing visibility; improving marketing strategies; improving web applications; recruiting transfer students; and promoting the Honors College and School of Extended Learning.

3. Action Items

a. Recommend Approval/Resolution of Admissions Policy Modification

Mrs. Sass stated that she is proposing a revision to the current admission standards. She said that in doing so, we still want to maintain our proud tradition of excellence and

access as well as increase our retention and graduation rates.

Mrs. Sass read the general requirements for first-time freshmen. The requirement that states “Submission of SAT (math, critical reading and writing) or ACT scores” no longer indicates an 800, our current SAT requirement. Also, we are requesting that we move from requiring “math and critical reading” to “math, critical reading and writing.” Mrs. Sass noted that some students with high academic potential do not test well. She is asking the Board to allow more flexibility when considering these students for admission in order to be in compliance with the Board’s approved policy. She said that we need the flexibility to be able to make sure that we choose students we believe will be successful at Norfolk State. She said that a 2.3 gpa and SAT/ACT scores would still be listed as requirements. Our goal of 900 and 2.8 is at the forefront of our decisions; the required high school courses remain the same and are consistent with those required by other institutions.

There was a discussion regarding SAT score requirements and its use as a key component for admission. It was brought out in the discussion that the SAT score is not a single indicator of student success in college and that many other institutions have dropped the SAT. Mrs. Sass stated that among our top 10 competitors, only a few require a specific SAT *and* gpa score. In her opinion, the gpa is the most important component of the two.

Following this discussion, Mrs. Madison asked if there were any further questions. There were none. She asked for a motion to approve Mrs. Sass’s request.

Mr. Seale motioned, seconded by Mr. Green and unanimously voted by the Student Affairs Committee to present the RESOLUTION RECOMMENDING APPROVAL OF NORFOLK STATE UNIVERSITY’S REVISED FIRST-TIME FRESHMEN ADMISSIONS STANDARDS to the Board of Visitors for full Board approval.

b. Recommend/Approval/Resolution of Lease Agreement-the Scholar-In-Residence

Mrs. Lowe provided the following information regarding this lease agreement:

The Midrise Residence Hall has been converted to an Honors Residence Hall, and it is full. A component is to have a live-in faculty in residence person. Dr. Michael Smith has been selected for this position, and his family will live with him. Mrs. Lowe stated what some of his responsibilities would be, described the layout of the living quarters and said it would be furnished.

Mrs. Lowe asked for the Committee’s support for this resolution, basically indicating that the university could provide housing--a two bedroom apartment, free of charge, in consideration for duties Mr. Smith would provide the university. She said that Ms. Boston has discussed the lease with Don Leahy of the Attorney General’s Office.

There was a discussion regarding the lease (the university’s legal liability, renters

insurance for the tenant, the tenant having a dog on the premises, the term of the lease, parking, etc.). Ms. Boston indicated that there are still some questions that need to be answered and that she is working on that. She made comments regarding the wording of the lease and answered questions asked by committee members. She said that the lease is subject to legal review.

Mr. Hamm expressed two concerns about the family's dog: (1) the kind of the dog it is and (2) the policy that we do not allow students to bring dogs into the building. Mrs. Lowe responded that Mr. Smith has indicated that the dog is a part of their family, and there have been discussions with the Smiths regarding the dog. It has not been definitely decided that the dog will be allowed. Some things still need to be worked out with Ms. Boston and the Director of the Honors College regarding this issue. A request was made for the family to have outdoor access, and there is a patio area immediately outside of the residence. In addition to that, they would be responsible for picking up after the dog. The family also realizes that they would have certain responsibilities because they would be living in a residence hall. Mrs. Lowe said she would investigate this matter further.

Mr. Green wanted to know the term of the lease. Mrs. Lowe responded that it would be for one year. Mr. Green also asked if the contract would have to be signed by the President. Ms. Boston responded, "If the Board approves it."

The following suggestions/recommendations were made by members of the committee:

- That we put in the lease the requirement that Mr. Smith have renters insurance
- That requirements regarding the dog be put in the lease
- That we get clarification on the type of dog that it is

Mrs. Madison called for a motion to approve the resolution.

Mr. Green motioned, seconded by Mr. Seale and unanimously voted by the committee, to approve the Resolution of Lease Agreement-Scholar in Residence subject to Legal providing a legal contract subject to approval by the President, and be presented to the full Board for approval.

c. Proposed Feasibility Study for New Residential Life Facility

Mrs. Lowe stated that information regarding this topic would be presented and discussed in the Finance and Business Committee meeting by Mr. Ralph Johnson, Vice President for Finance and Business. She presented the following in support of the feasibility study:

- We currently have a housing capacity of 2,471. On Monday, we sent letters out to 358 students on the waiting list indicating that we would not be able to house them this semester. Graduate assistants will help them to identify off campus housing.
- The 168 students currently housed in the hotel will probably have to remain there for the fall semester. As rooms become available, some of them will be moved back to

campus. Upperclassmen are housed in the hotel.

Mrs. Madison complimented Mrs. Lowe and her staff for the clean conditions of the residence halls when the new freshmen arrived, and the warm welcome they received from the staff and students who greeted them. Mrs. Lowe added that the Facilities Management staff had done a fantastic job getting the residence halls ready for the students; she thanked and complimented them for their hard work and the excellent job they did.

Dr. Meyers thanked everyone for the work that they did. She commented that move-in day was wonderful. She said that she received no negative comments from anyone, but instead received several positive letters and comments. She said that everyone, including the student athletes, worked together to make this happen.

d. Student Affairs Goals and Objectives for FY 09-10

This report was not presented due to time constraints

e. Veterans Affairs Report

This report was not presented due to time constraints. Mrs. Lowe introduced to the committee Ms. Cynthia Lewis, Director of Veterans Affairs. She requested that her report be postponed until the December meeting.

f. Athletics Department Goals and Objectives for FY 09-10

Mr. Miller spoke briefly due to time constraints. He reported that the Athletics Department has made a lot of progress and is very proud of their student athletes. He reminded everyone of the Labor Day Classic Football Game tomorrow night and encouraged their support of this event. He expressed optimism for a successful year for the Athletics Department.

4. Information Items

Student Government Report

Ms. Schaffer began her report by reminding everyone that it is Labor Day Classic weekend. She passed around a copy of the itinerary of activities for students for the weekend.

The following are activities that the Student Government engaged in during the summer:

- Lyman B. Brooks Library groundbreaking ceremony
- Estherine J. Harding Scholarship Breakfast
- Spartan Generals Mentoring Program during AGOGE Week
- Battle of Bands

In addition to the above activities, the Student Government

- finalized the t-shirt design for the Spartan Cavalry (Pep Squad);
- started Big Brother/Big Sister Program; will focus attention on the Norfolk City Public Schools;
- started a monthly calendar for community service projects; and
- identified performing artists for the Homecoming Concert and Comedy Show.

Upcoming Activities/Events

- Student Organization Fair (to increase student involvement on campus)
- Participation in Heart Walk at Mount Trashmore on September 13
- Homecoming
- High School Tour (will go to activities at local high schools to invite students to NSU basketball games and encourage them to attend Norfolk State)
- Super Bowl Party
- Valentine Cabaret
- MEAC Basketball Tournament
- Spartanfest

Mrs. Lowe introduced Mr. Melvin Brown and Ms. Shakeima Dixon, Co-founders of AGOGE WEEK and SpartanVISIONS. Mr. Brown gave the definition of *Agoge* and explained the purpose for the week. They showed a slide presentation highlighting the various activities held during the week (move-in day, Greeks on the Block, pep rally with the cheerleaders and football players, karaoke night, and worship service on Sunday morning). She said that the pastor of Shiloh Baptist Church, an NSU alumnus from 1984, spoke at the worship service. There was also a Play Fair designed to bring about more unity on campus with classmates. Ms. Dixon explained that upperclass students, referred to as *Spartan Generals*, wanted to make sure that new students and their parents felt welcomed when they came to the campus. They consisted of Student Ambassadors, Greeks, and other student leaders. They received training on how to work with the new students throughout the year. They helped with every major event during AGOGE Week. Every freshman received a t-shirt with a logo designed by a student. She thanked university administrators and staff for their support and said they could not have done it without them.

Mrs. Lowe called to the attention of the committee the picture of the Spartan Shield given to freshmen and the pledge they had to make (copies of both items were enclosed in the Board packets). At the program on becoming a Spartan, all of the new students had to recite the academic pledge on the shield; the administration recited a commitment also.

Dr. Meyers commented that the students—Mr. Brown and Ms. Dixon--created the AGOGE Week Program for freshmen. They did research first, then developed a plan and brought it to the administration for approval. She said she is very proud of them for the work they have done and that they did a wonderful job. She said that the program they developed was very impressive, and the students were excited about it. The freshmen recited the academic pledge with the promise to graduate. The committee applauded the students for their efforts.

Adjournment

Mrs. Madison asked for a motion to adjourn the meeting. The meeting was adjourned at 11:28 a.m.

Respectfully submitted:

Sharon B. Lowe
Vice President for Student Affairs

Viola M. Madison
Chairperson