1. Call to Order

Dr. Deborah M. DiCroce, Chair, called the Student Affairs Committee meeting to order at approximately 9:38 a.m. A quorum was established.

Committee Members Present:
Dr. Deborah M. DiCroce, Chair
Mr. Elwood B. Boone, III
Mr. Kenneth W. Crowder
Mr. Bryan D. Cuffee
Mr. Larry A. Griffith
Mr. Devon M. Henry

Student Representative to the Board Present:
Miss Astra Armstrong, President-elect, Student Government Association (SGA)

Members of the NSU Staff Present:
Dr. Michael M. Shackleford, Vice President for Student Affairs and Enrollment Management
Mr. Marty Miller, Director of Athletics
Ms. Kimberly D. Malone, Special Assistant to the Vice President for Enrollment Management
Dr. Juan Alexander, Executive Director of Admissions

2. Approval of February 23, 2018 Student Affairs Committee Minutes

Mr. Henry motioned, seconded by Mr. Cuffee and unanimously voted to approve the February 23, 2018 Student Affairs Committee minutes.

3. Student Affairs PowerPoint Presentation/Discussion Items

Dr. Shackleford introduced Miss Astra Armstrong as President-elect for the upcoming academic year.

Student Government Association Report – Miss Armstrong presented the SGA report as provided in the Board package. Additionally, Miss Armstrong presented her SGA campaign video.
**Student Affairs Update** – As an update, Dr. Shackleford made the following statements:

- There was a concern about the number of incidents on campus as it relates to student conduct for the Academic Year 2016-2017. Several programming events were held in the Student Services Center and the Student Center including workshops to provide students a forum to address student conduct issues. The residence hall’s directors also provided additional educational student programming. These efforts were intentionally designed to have a presence with students.

  There was a 38% decrease in conduct cases from the Academic Year 2016-17 to 2017-18 and an 80% decrease in suspensions.

- Career Services staff visited the residence halls to prepare students for the Career Expo held on March 14, 2018.

- The Male and Female Initiatives kicked off at a high pace with workshops that yielded high student participation.

**Enrollment Update** – As an update, Dr. Shackleford made the following statements:

- The Enrollment History chart identifies the enrollment comparison from fall 2014 to fall 2017 to include all critical elements requested. Initially, the overall headcount was trending towards a higher projection; however, the retention component from 2016 to 2017 caused a challenge to the anticipated enrollment growth. While there was a loss in full-time enrollment (FTE), on the financial side, the deficit was recovered due to the increase in out-of-state enrollment.

- The fall 2018 enrollment projection was higher in previous reports. A decision was made not to be overly aggressive with the overall headcount until the efforts are in place to address the retention component.

- The average Grade Point Average (GPA) has not made much of a change in the last three years. There is an expected uptick on the GPA due to the profile of applicants being admitted. The number of incoming Presidential and Provost Scholarship recipient acceptances has increased.

**Request**: Provide a profile of presidential and provost scholars which includes average GPA, average test score, amounts offered versus amounts accepted, in-state versus out-of-state, showing the history and retention.

- There is an opportunity for improvement regarding graduate student recruitment. The Office of Admissions will spearhead intentional recruitment to address this area.
Dr. DiCroce suggested considering public high school teachers as a market of eligible students for graduate program recruitment.

Dr. Shackleford responded that other institutions do an excellent job at marketing their programs, and there are some ideas currently being reviewed to realize similar success.

- Transfers are low due to the current enrollment issues at community colleges. While those institutions are working on their retention, access to engage and recruit those students has created a bit of a wall block. The Office of Admissions is adjusting its recruitment strategies.

- A focus is being placed on increasing the retention rate of first-time, full-time freshmen.
  - Mr. Griffith indicated that the freshman to sophomore retention looks good compared to other HBCUs nationally which averages approximately 60%. The question then lends to what happens during the sophomore to senior year.
  - Dr. Shackleford stated that the biggest loss tends to be the sophomore to junior year. Once they complete the junior year, they are graduating at the national average. The University College model has been implemented to address and assist with the retention component. Money tends to be a top defining factor as to why students do not return to institutions.

- The six-year graduation rate shows an increase from 33% for the fall 2009 cohort to 39% for the fall 2011 cohort. Compared to the national average, which is a bit over 50%, we are trending lower. Improved retention will increase the University’s graduation rate.

**Request:** Please provide information tracking the efforts of the retention strategies.

**Department of Athletics Report** – Mr. Miller’s update included the following statements:

- The National Collegiate Athletic Association (NCAA) for Academic Progress Rate (APR) chart, compared APR scores for the University with those of other MEAC institutions. The average APR of HBCU team scores versus other Division I institutions indicates that HBCUs are at 956 while all other Division I programs average 984.

**Request:** Please provide an additional column showing overall APR difference including HBCUs and another column indicating NSU.

- The Student-Athlete and Student Body Federal Graduation Rate Difference chart identifies the graduation rate differences across MEAC institutions.
• The graduation rates of HBCUs versus other Division I institutions compare the differences of the student-athlete federal graduation rate, student body federal graduation rate, and the average graduation success rate.

**Request:** Please provide an additional column showing overall graduation difference including HBCUs and another column indicating NSU.

• Beginning in 2019, the NCAA will provide additional funding to institutions whose athletic programs are doing well. There is a list of schools who have been identified to receive the funding. The institutions will need to meet specific criteria and will continue to receive funding for an additional five year period. In the first year, the institutions will receive $55,678, and by the fifth year, will have received $265,041. The institutions eligible are Coppin State University, Delaware State University, Norfolk State University, North Carolina Central University, South Carolina State University and the University of Maryland Eastern Shore. These funds are to be used for athletics. There will be a review each year to verify whether the funding requirements are met.

**Request:** Please provide information which includes the requirements needed to remain eligible to receive the additional funding as well as any threats to eligibility.

• The NCAA awarded Norfolk State University an additional $100,000 this year to complete some additional items academically for the athletes. This funding will be used to enhance the study halls.

**Request:** Please provide MEAC institution charting in rank order versus alphabetical order.

• Mr. Miller stated that recruiting efforts are reaping great benefits, and they are pleased with the students who have signed with the institution. Over 200 student-athletes attended the Junior Day event. This event was comprised of high school juniors interested in football and the institution.

• The finalized football schedule includes games which typically would be considered an away game for NSU. However, some of these institutions are willing to pay to come to Norfolk State. Others have agreed to do home and home games where NSU will play one year at their institution and the following year the game would be held on the campus of Norfolk State University.
  - Mr. Crowder inquired as to the status of Hampton University since they are not indicated on the schedule. Mr. Miller stated that currently, Hampton University is not on the football schedule; however, we are in negotiation with them, and that Hampton University is on the basketball schedule.

4. Adjournment
There being no further business, the Committee meeting was adjourned at approximately 10:51 a.m.

Respectfully Submitted,

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Dr. Michael M. Shackleford
Vice President for Student Affairs and Enrollment Management

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Dr. Deborah M. DiCroce, Chair
Student Affairs Committee