



## **Enrollment Committee Meeting Minutes**

**Date:** Thursday, April 10, 2025  
**Time:** 1:00PM  
**Location:** Boyd Conference Room, Conley Hall

**Members Present:** Anthony Tolley, Chair

**Guests:** Dr. Darrin Martin, President; Brent Benjamin, EVP & General Counsel; Joshua Grubb, Chief of Staff; Dr. Sudhakar Jamkhandi, Professor; Mr. Ron Shidemantle, VP Student Affairs & Dean of Students

### **1. Call to Order:**

Mr. Tolley called the meeting to order at 1:00PM in the Boyd Conference Room.

### **2. Enrollment Update – Ron Shidemantle**

VP Shidemantle reviewed current enrollment for the Spring semester and noted that total student headcount at the Bluefield campus is up by 8% compared to last year. Beckley campus enrollment is up 5% compared to last year. He highlighted various strategic initiatives taking place in the enrollment office at BSU: weekly call initiatives, acceptance packets sent weekly to accepted students, more professional and strategic enrollment marketing including postcard campaigns and potential digital ad campaigns, list purchases, and continued focus on the 23 surrounding high schools. He specifically highlighted Mercer County Schools Day, which is when all four high schools in Mercer County will bring their seniors to Bluefield State on May 8-9. He mentioned the significance of this day and the opportunity it gives the University.

Mr. Tolley asked about BSU's recruitment of dual-enrollment students. VP Shidemantle agreed that this should be a focus for the University and all agreed to develop a plan for how best to market to these prospective students. President Martin spoke about potential "in seat" dual enrollment instruction at an area high school, which he believes will not only strengthen the academic value BSU's offerings but may also help the University in its recruitment of those students.

Mr. Tolley asked about the status of CRM Recruit and its onboarding at the University. VP Shidemantle and Mr. Grubb both explained that the University is in the middle of implementing multiple communication flow strategies within the CRM, the staff is working with the IT department to troubleshoot various programming, coding, or mapping within the software, and Mr. John Spencer (Chief Technology Officer) is leveraging consulting time with Ellucian to resolve the more complex issues in the CRM.

Mr. Grubb reviewed various data trends including application trends over the past 8 months compared to previous years. He noted that, based on previous year data, the University is projected to exceed last year's New Student enrollment in Fall 2025. To meet or exceed last year's New Transfer and New Readmit enrollment, the University will need to see an increase in both Transfer and Readmit applications. VP Shidemantle noted that his main concern is in Readmit applications, and a discussion was had about the specific strategies in place to address this. The current strategy is an e-mail and postcard campaign to more than 2,000 prospective readmit students.

Mr. Tolley asked about international student recruitment. VP Shidemantle and Mr. Grubb explained that changes are currently taking place in the enrollment office to better equip the University to admit prospective international students. The University will be leveraging an existing staff member who has both admissions experience and expertise in international student success to have more ownership in the recruitment process of international students.

President Martin summarized the meeting by noting that Bluefield State University's focus is now on data-informed decisions, strategic planning, and forward thinking enrollment management.



**4. Adjournment**

The meeting was adjourned at 1:59pm.

*Minutes submitted by: Josh Grubb, Chief of Staff*