



Enrollment Committee Meeting Minutes

Date: Thursday, June 5, 2025
Time: 1:00 PM
Location: Boyd Conference Room, Conley Hall

Members Present: Catherine Deeb

Guests: Dr. Darrin Martin, President; Brent Benjamin, EVP & General Counsel; Joshua Grubb, Chief of Staff; Christina Sammarco, Director, Office of Admissions; Mr. Ron Shidemantle, VP Student Affairs & Dean of Students; Dr. Sudhakar Jamkhandi, Professor, Mr. Ansel Ponder, Chief Marketing Officer.

1. Call to Order:

Catherine Deeb called the meeting to order at 1:00 PM in the Boyd Conference Room.

2. Current Enrollment Update – Ron Shidemantle

VP Shidemantle shared the latest Spring and Summer enrollment figures. He highlighted modest increases in new student and transfer applications. Efforts to enhance student services and streamline enrollment procedures were emphasized.

Multiple orientations are scheduled throughout the summer and students are strongly encouraged to attend (last year students were required to attend an orientation to register).

3. Fall Enrollment Update – Christina Sammarco

- Fall 2025 Enrollment Numbers

Ms. Sammarco gave a report on Fall 2025 Enrollment Numbers. Applications and admits trending slightly higher than 2024 at this time. Dr. Martin asked what do we need to do to increase numbers for next year. Dr. Martin also asked what we were doing with community colleges. Admissions' goals will be to attend fairs at Southwest Virginia Community College and New River Community College.

- Staffing Update

Ms. Sammarco reported that one new admissions counselor has been hired; the office is down one admissions counselor and that position will be posted as soon as they can.

- Encoura Purchase

The admissions teams is planning to purchase leads from Encoura for 2025-2026 marketing efforts. These leads are high school juniors or seniors (the University selects the ones they want to purchase) from whatever area (county, zip code, radius from BSU, academic interest) they choose to purchase. These leads will be marketed to as part of their prospect search campaign.

- WVACRAO & VACRAO Planning

Ms. Sammarco reported that planning will begin July 1 for fall recruitment fairs across West Virginia and Virginia. Two open houses are scheduled for next year. The Fall Open House is scheduled for November 8 and the Spring 2026 Open House is scheduled for March 14, 2026.

- CRM Recruit Updates

Ms. Sammarco stated that they are working to streamline the process and a meeting is scheduled for Monday at 3:00 PM. Platform being optimized for efficiency and better communication with prospects.

- Projections

Anticipate stable or slightly improved first-time freshman enrollment compared to Fall 2024. Dr. Martin asked VP Shidemantle to check on MBA employees vs. students away from here and to check with Cynthia on waivers.

4. 2025-2026 Recruitment Season Plans – Christina Sammarco

- Emphasis on regional high schools and community colleges.
- Targeting underrepresented student populations.
- Plans to increase campus visit options and virtual info sessions.
- Will analyze yield data to refine future outreach strategies.

5. Admissions Marketing Update – Ansel Ponder

- Ongoing development of new digital campaigns focused on affordability, career outcomes, and student life.
- Videos and testimonials being produced to share on social media and the university website.
- Collaborating closely with Enrollment Services to align messaging with recruitment goals.

6. Adjournment – Cathy Deeb

The meeting was adjourned at 1:47 PM.

