

DIVISION OF STUDENT AFFAIRS

UPDATES FOR
2017-18

WHO WE ARE

The Division of Student Affairs strives to **create a statewide culture that promotes educational opportunities for all citizens**, regardless of age or income. The Division coordinates several college access and completion programs, including the federally funded West Virginia GEAR UP initiative, a program that works to increase college-going rates among students in 10 West Virginia counties, and the College Foundation of West Virginia (CFWW), the state's free college- and career-planning resource.

The Division also houses the state's Office of Veterans Education and Training, which is the state approval agency for VA benefits and seeks to guide veterans, eligible persons, National Guard members, and reservists in West Virginia throughout the college-going process.

The Division of Student Affairs supports the work of student affairs offices on the campuses of West Virginia's public two- and four-year colleges and universities.

ENROLLMENT CONFERENCE

Admissions and enrollment staff from West Virginia's two- and four-year colleges and universities convened in Charleston in April 2018 to learn about enrollment management strategies during a one-day conference. Staff from the Division of Student Affairs coordinated the conference, inviting Kevin Crockett and Craig Engel from the national college marketing and enrollment management firm Ruffalo Noel Levitz to lead professional development sessions and help facilitate conversations among staff from West Virginia's colleges and universities.

Attendees participated in a series of professional development sessions as well as collaborative activities that **allowed for enrollment and admissions staff members to work together to find solutions to their respective challenges in the admissions and enrollment processes**. Staff from Ruffalo Noel Levitz provided attendees with some context of enrollment management at the national level, sharing challenges and lessons learned across the country. More than 100 representatives, most of whom were from the state's public colleges and universities, attended the Enrollment Conference.



STUDENT LEADERSHIP CONFERENCE

The 12th annual West Virginia Student Leadership Conference took place in May 2018. Coordinated by staff from the Division of Student Affairs, the conference serves as an opportunity for **student representatives from all public higher education institutions in the state to hone their leadership skills and network with other student leaders**. More than 70 students and advisors from West Virginia's public two- and four-year colleges and universities attended the conference.



STUDENT SUCCESS SUMMIT



Staff members from the Division of Student Affairs coordinated the eighth annual Student Success Summit on July 25 and 26, 2018. The event, which took place at the Waterfront Hotel and Conference Center in Morgantown, WV, was a **chance for educators across the full length of the education pipeline to collaborate and share ideas**.

Nearly 500 educators, including counselors, PK-12 school administrators, college presidents, and workforce education staff attended the conference. The theme, "Navigating Success: Students today, leaders tomorrow," helped spark conversations about how to help students develop the confidence and skills to become leaders. The event was funded and coordinated in partnership with staff from the West Virginia Department of Education.

VETERANS EDUCATION AND TRAINING



The Office of Veterans Education and Training (OVET) **developed a mobile application for West Virginia student veterans and stakeholders called WV OVET**. The app will be available to the public for free and will provide users with news and information specific to West Virginia's student veterans. Users will also have access to resources that help veterans plan for, apply to, and succeed in college, with a focus on issues specific to the veteran population.

OVET is coordinating with the West Virginia Department of Veterans Assistance and other stakeholders to maximize content and use. The app will be available for download on both iPhone and Android devices.

COLLEGE FOUNDATION OF WEST VIRGINIA

UPDATES FOR 2017-18

WHO WE ARE

The College Foundation of West Virginia (CFWV) provides free resources to help students and families **plan, apply, and pay for education and training beyond high school.**

CFWV.com is a free website that features career and college exploration tools, information about all federal and state level financial aid programs (including the PROMISE Scholarship and Higher Education Grant Program), and details about the state's colleges and universities.

WHO WE SERVE

- Students can explore careers, practice for tests, and plan for high school, college, and beyond.
- Parents can learn how to help their children plan for education and careers.
- Adult learners can find out how to return to school and balance their school lives and personal/work lives.
- Educators can track their students' progress and help students explore their options for high school and beyond.

TXT 4 SUCCESS

In 2014, CFWV began a pilot project to provide students with college counseling via text message. Now, college-bound students from all over the state can sign up to participate in a free two-way college counseling service via text message. The text messages sent to students provide general college reminders and advice, such as key deadlines and regular check-ins to make sure students are transitioning well into college life. Students attending a partner institution receive additional messages specific to their college. Students can text at any time to have a college access advisor answer their questions. **In 2018, more than 23,000 students were enrolled to receive text messages,** and CFWV received more than 26,000 text messages this year from the class of 2018.

Bluefield State College, Concord University, Fairmont State University, Marshall University, Shepherd University, Southern WV Community & Technical College, WV Northern Community College, WV State University, and WVU Potomac State College are all partners in this project.

SITE REDESIGN

CFWV.com got a facelift this year! Equipped with easier-to-navigate menus, new test prep resources, and an updated color scheme, the new CFWV.com is more user-friendly than ever.

Students, parents, and educators can check out the new design and the new resources available by visiting CFWV.com.

WEST VIRGINIA'S CLIMB

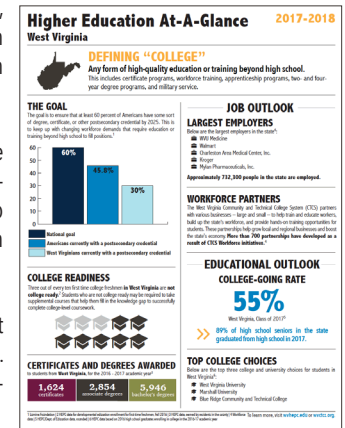
In 2018, CFWV partnered with the West Virginia Higher Education Policy Commission and the West Virginia Community & Technical College System to introduce the West Virginia's Climb campaign. Around 60 percent of working-aged West Virginians will need a certificate or degree in order to meet future workforce demands. However, only 31 percent of West Virginians aged 25-64 held at least an associate degree in 2016, and only 55 percent of recent West Virginia high school graduates enrolled in college in the fall of 2017.*



The goal of the West Virginia's Climb initiative is to encourage more West Virginians to pursue some form of credential-bearing education or training beyond high school and to assist the state's public institutions of higher education with the tools and resources they need to help students succeed.

As part of the campaign, CFWV staff have created county and statewide fact sheets that show the state of higher education in each county -- and in the Mountain State as a whole. For more information and to access the interactive dashboard with statewide college-going data, visit wvclimb.com.

* Source: wvclimb.com (2018)



COLLEGE APPLICATION & EXPLORATION WEEK

College Application and Exploration Week is one of CFWV's three annual college-planning milestone events, alongside statewide FAFSA completion events and the College Decision Day campaign. For high school seniors and adults who participate, the week serves as an opportunity to receive one-on-one assistance to complete college applications and to prepare for postsecondary education. For all students, **the week serves as an exploration opportunity to learn about and plan for postsecondary education.** In 2018, more than 420 schools registered to participate. This week is part of a national movement coordinated by the American College Application Campaign.



*according to post-event survey data