



Academic and Student Affairs Committee Meeting

October 7, 2026 | 11 a.m.

Student Resource Center, Memorial Student Center



October 2026 Academic and Student Affairs Committee Meeting - Copy

AGENDA

11 a.m.

Academic and Student Affairs Committee

Kathy D'Antoni, Chair

Action Items

None

Information Items

Committee Annual Activity Calendar

3

*Diane Petrella, Provost and Senior Vice President for
Academic Affairs*

Provost Report

*Diane Petrella, Provost and Senior Vice President for
Academic Affairs*

Academic Affairs Update

*Diane Petrella, Provost and Senior Vice President for
Academic Affairs*

Student Affairs Update

Marcie Simms, Vice President for Student Affairs

Strategic Enrollment Management in

4

Dynamic Times

*Jerry Ross, Chief Enrollment Officer / Vice President
for Enrollment Management*

Strategic Planning: College of

16

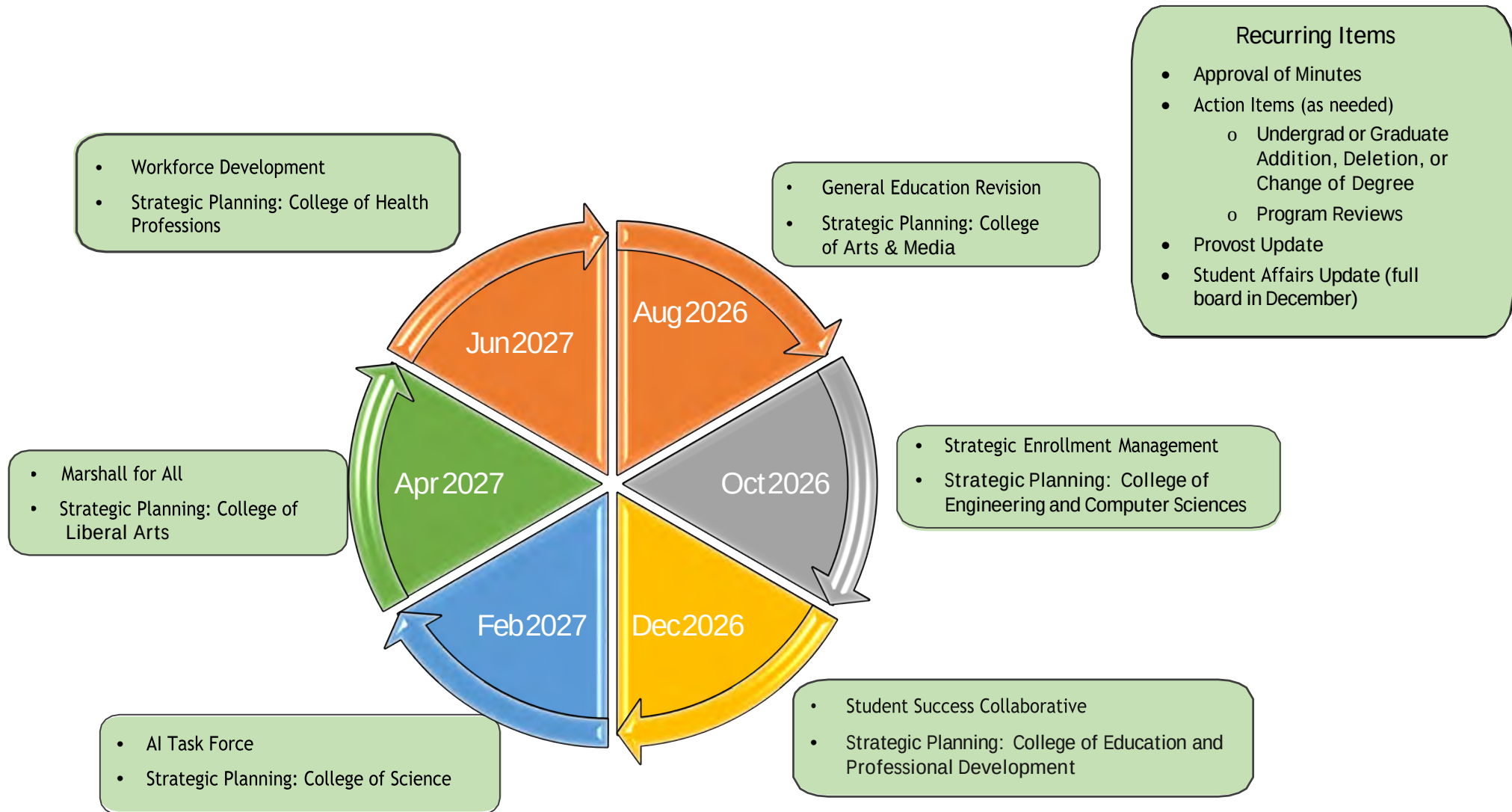
Engineering and Computer Sciences

*David Dampier, Dean of the College of Engineering
and Computer Sciences*

Lunch

Annual Activity Calendar

Academic and Student Affairs Committee



Updated August 2026

SEM in Dynamic Times

STRATEGIC ENROLLMENT MANAGEMENT

Agenda

Who we are

25-26 Cycle Enrollment Data

Metro Expansion to Border Benefit

Marshall Direct/Direct Admission

SEM Overview; Transfer, Graduate

Ongoing Challenges and Opportunities

Our **PLAN-ON-A-PAGE**

VISION	 “To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future”				
CREED	Educational Open Civil Responsible Safe Well Ethical Pluralistic Socially Conscious Judicious				
2037 GOALS	 Individual Success 100% Career Outcome Rates for Graduates Zero Students Graduate with Student Loan Debt		 Innovative Ideas \$150M Research, Grants, Contracts 3X Start-Ups Incubated		 Economic Impact 30X Return for Every \$1 Invested 3X GDP Impact in West Virginia (\$2.3B)
STAKEHOLDER GOALS	Students Offer an affordable education with a distinctively supportive and flexible experience to ensure lifelong prosperity	Team Empower faculty and staff to do the best work of their lives	West Virginia Improve the well-being of all West Virginians by creating breakthrough opportunities and solutions	Financial Stakeholders Build a resilient and sustainable institution to outlast headwinds	
STRATEGY	Marshall for All, Marshall Forever In-Demand Curriculum • On-Demand Delivery • Distinctive Value Proposition				
PRIORITIES	Increase access	Ensure affordability	Grow support programs	Deliver on demand	Enable lifetime achievement
METRICS	- Strategic <u>Enrollment</u> Mgt. Plan - New student <u>enrollment</u> - Target segments <u>enrollment</u> - Recruitment contacts - Conversion rates - Stopped-out/returning students	- Student debt load - Debt-free cohorts/retention - Internships and jobs - M4A fundraising campaign - Undergraduate ROI	<u>HerdConnect</u> mentorship <u>Center</u> for Student Success 1st yr retention/6 yr graduation - E2E student experience - AI-based customized support	- In-demand programs & <u>microcredentials</u> <u>HyFlex</u>/Hybrid courses - AI assessment/application - Online degree programs	- Customized training - MAMC - Academic pathways selected - Career Engagement participation - Lifelong learning

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Strategic Enrollment Management **PLAN-ON-A-PAGE**

VISION

*“To inspire learning and creativity that ignites the mind, nurtures the spirit,
and fulfills the promise of a better future.”*

MISSION

The Division of Enrollment Management brings together student-centered, data-informed teams to collectively recruit, enroll, and support all students across all pathways - advancing Marshall's mission through collaboration, innovation, and a shared commitment to student success.

VALUES

Respectful | Accessible | Transparent | Adaptable | Comprehensive | Collaborative | Innovative

OBJECTIVE

Marshall for All, Marshall Forever

Enrollment Growth • Team Empowerment • Technology Integration • Student-Centered • Campus Collaboration • Eliminate Barriers • Data-Driven Decisions

ENROLLMENT GOALS

First Year Students

- Total: 1,961 FTF Fall 2027
- Metro: 50 student increase Fall 2027

Transfer Students

- Total growth: 10% increase
- Metro growth: 15% increase

Graduate Students

- First Time Graduate: 10% growth
- Maintain professional enrollment levels
- Program specific growth goals for targeted programs

Online/Distance Students

- YOY: 7% growth
- Three new programs annually

STRATEGY

Innovative Practices

- CRM optimization
- Scholarship leveraging
- Territory Management
- MFA Automation
- Data Analytics

Collaboration & Partnerships

- Colleges
- Alumni
- Herd Academy
- Current Students
- High School Counselors
- Partnership Agreements

Marketing and Outreach

- Student Experience throughout the funnel
- FAFSA workshops - virtual and in person
- Digital marketing
- New market development
- Strategic lead sourcing
- Parent & supporter engagement

KPI AND SUCCESS METRICS

Total Applications

First Year: 10,000
Transfer: 1,700
Graduate: TBD

Completed App Rate

Domestic First Year: 85%
Domestic Transfer: 55%
Domestic Graduate: 60%
International: 20%

Reduced Melt/Yield

Domestic First Year: 80% IE to Orientation
Domestic Transfer: 70% admitted to enrolled
Domestic Graduate: 70% admitted to enrolled

Increased Event Attendance

Traditional G&W Days: 10% increase / 72% show rate
High School G&W Days: 5% increase
Marshall Bound Event: 5% increase / 75% show rate

Financial Aid (AY26-27 Processing)

FAFSA Applications (FTF): 3,000 by Dec. 1, 2026
6,000 by April 15, 2027
7,100 by Sept. 1, 2027
Scholarship Portal Apps: 2800 by Sept. 1, 2027
Students Awarded: 4300 FTF by Sept. 1, 2027



Enrollment Management

61

TOTAL STAFF

Across seven units

Undergraduate Admissions

Graduate Admissions

Recruitment

Financial Aid

International Student Services

Orientation and Special Events

Enrollment Marketing

25-26 Enrollment Cycle Data

RECRUITMENT

685

General Campus Tours

163

College Experience Tours

393

Total Fairs / Events / Etc.

472

Total High School Visits

130,000

Total Inquiries

STUDENT COMMUNICATIONS

4.7 M

Total Emails Sent

451.5 K

Text Messages Sent

64.8 K

Print Mailings

15.1 K

Total Phone Calls

646.3 K

Social Media Impressions

EVENT ATTENDANCE

362

Marshall Bound

1,553

Green & White Days

FINANCIAL AID

9,659

Students with Aid Processed

\$167.6m

Total Financial Aid Accepted

Metro Expansion to Border Benefit



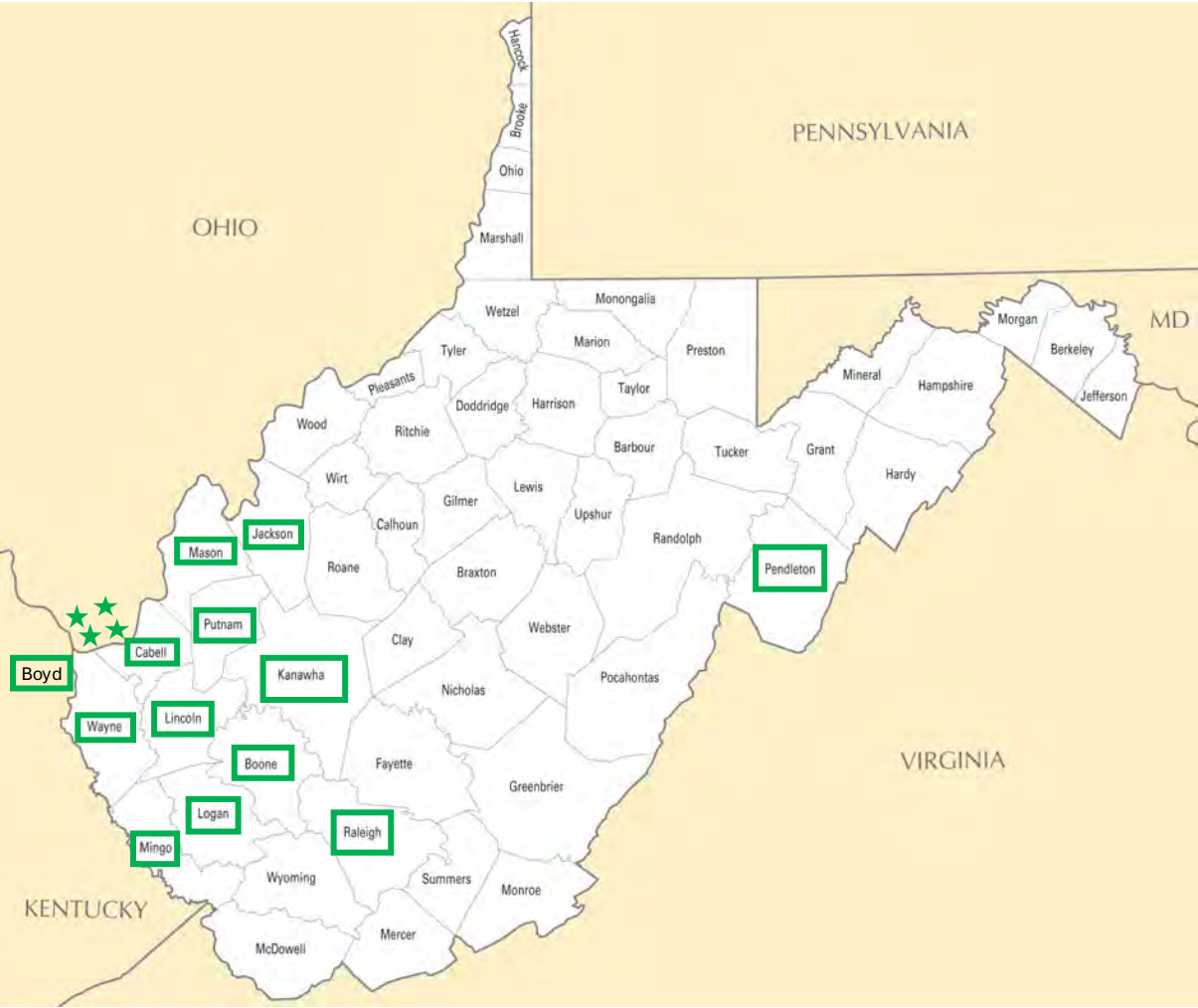
Blitz Results

Strategic lead sourcing

Ongoing engagement and partnerships

Fall 2028 - all border states

Marshall Direct/Direct Admission



FALL 2026

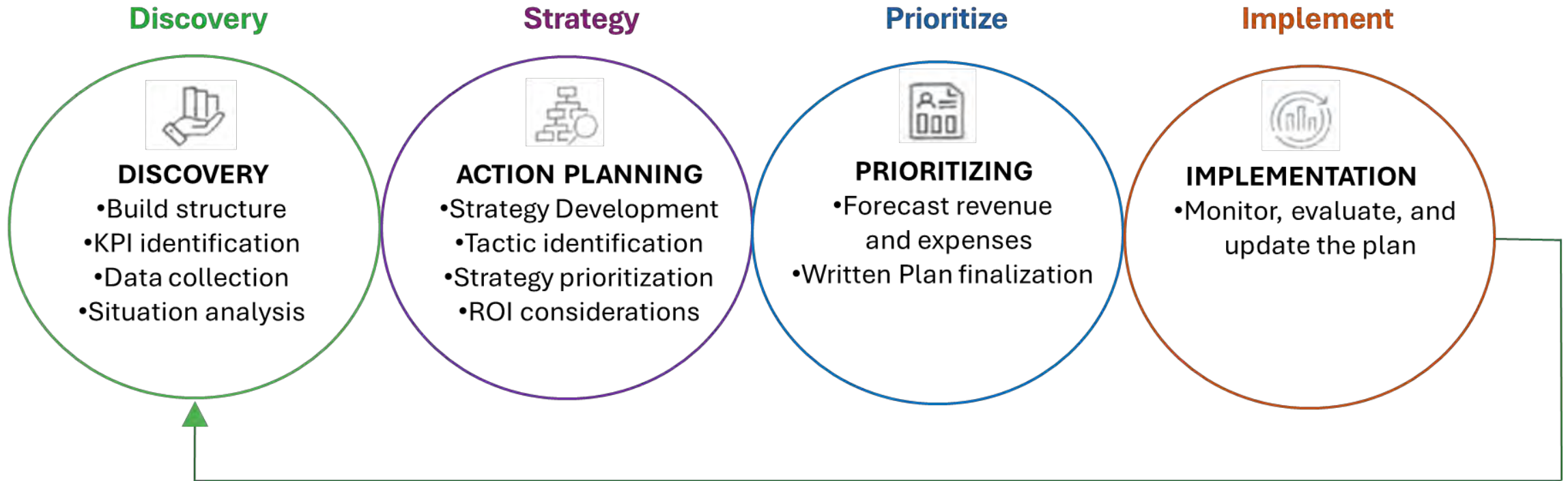
489

Total Admits

236

Total Enrolled

SEM Overview



SEM PLANNING - Transfer

COMPLETE

Launched PTK Direct Admit lead sourcing

Expanded targeted transfer outreach, events, testimonials, and direct admit calls*

- Transfer After Hours*
- Graduation Geofencing*

ONGOING

Year of the Transfer

Designing a digital Transfer and Adult Learner Hub

Finalizing Direct Admit Pilot partnership

Reviewing and building on successful Transfer Orientation

Ongoing Challenges and Opportunities

Demographics

Competition

Student Success and Support

Rising Application Levels

Melt Reduction & Yielding from Admit Pool

QUESTIONS?

College of Engineering and Computer Sciences

Dr. Dave Dampier
Dean



College of Engineering and Computer Sciences

Executive **SUMMARY**

- The College of Engineering and Computer Sciences is thriving!
 - Funded research has grown by 1,100% since 2020.
 - We have 34 faculty who are engaged, enthusiastic, and motivated to achieve results in teaching, research, and/or service.
 - We have eight undergraduate programs across four departments.
 - We have nine M.S. programs across three departments.
 - We have a PhD program with eleven students, the first three of whom are scheduled to graduate in May 2027.

Positive Trends in the College of Engineering and Computer Sciences

- Enrollment is up nearly 27% since 2020
- Graduation Rates:
 - Four-year: 67% 2022 Cohort
 - Six-year: 62% 2020 Cohort
- Retention Rates:
 - 2022 Cohort: 84%
- Research
 - FY25 Research Expenditures \$6.08 Million
 - \$200,000+ per research-active faculty
 - U.S. Army Corps of Engineers ~\$19 Million
 - WV Division of Highways ~\$6 Million
 - U.S. Department of War ~\$4 Million
 - U.S. Department of Education ~\$5 Million
 - National Science Foundation ~\$4 Million

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College of Engineering and Computer Sciences

University Vision



To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future

College Mission



To be recognized as a leader in practice-oriented education and research.

Values

Serve lifelong learning needs

Student-focused

Cutting edge research

Service-oriented

Education when and where needed

Technology-based education

Objectives or Goals

Be financially stable and self-reliant

Support as many students as possible: BS, MS, PhD

Maintain experienced and qualified faculty to support engineering education

Grow research to support faculty in their professional needs while maintaining undergraduate education

Priorities, Programs, or Initiatives

Ensure financial stability of the college

Achieve and maintain 100% ABET Accreditation in all professional programs

Grow new enrollment by 5% per year

Grow faculty talent to meet educational demands

Grow research expenditures to \$250K per faculty

Metrics

Revenues
Expenses
Indirect Cost Recovery

Assessment Metrics
Faculty Support
Program Alignment

Enrollment
Retention
Scholarships

Number/Mix of faculty
Prof. Dev. Opportunities
Faculty Recognition

Research Expenditures
Proposals Submitted
Awards Received

Programs

Biomedical and Electrical Engineering

B.S. in Biomedical Engineering
B.S. in Electrical & Computer Engineering
M.S.E. in Biomedical Engineering
M.S.E. in Electrical Engineering

Computer Science

B.S. in Computer Science
B.S. in Computer Information Technology
M.S. in Computer Science
M.S. in Cyber Security
M.S. in Data Science

College Wide Programs

B.S.E. in General Engineering

Ph.D. in Engineering
- Biomedical, Civil, Computer Science,
Electrical & Computer, Mechanical

Civil Engineering

B.S. in Civil Engineering
M.S.E. in Civil and Environmental Engineering
M.S.E. in Engineering Management

Mechanical and Industrial Engineering

B.S.E. in Industrial Engineering (Ending)
B.S. in Mechanical Engineering
B.S. in Occupational Safety & Health
M.S.E. in Mechanical Engineering
M.S. in Mine Safety (3rd Party Contract)
M.S. in Environmental Health & Safety (Ending)

Program Status

Program	Enrollment	Status
BSE	14	Not accepting admissions
BSBME	47	Stable
BSCE	144	Growing
BSCIT	51	Stable
BSCS	99	Shrinking
BSEE	93	Growing
BSME	172	Growing
BSOSH	47	Stable
MSE	12	Stable
MSCS	26	Shrinking
MSCYBR	54	Growing
MSDS	33	Growing
MESH and Safety	19	Shrinking
PhD	11	Stable

Student-to-Faculty Ratio

• College Average	26.17-1
• Biomedical Engineering	24-1
• Civil Engineering	21.57-1
• Computer Science	24.43-1
• Electrical Engineering	23.75-1
• Mechanical Engineering	25.29-1
• Occupational Safety and Health	22.33-1
• Pre-Engineering	65-0

Area of Distinction: Research

- Marshall University is no longer a regional teaching institution.
- We are ... a National Research University.
- Our college is committed to doing our part in this endeavor.

FY 20	FY 21	FY 22	FY 23	FY 24	FY 25
\$ 501,511.61	\$ 1,651,576.07	\$ 1,980,223.59	\$ 5,191,389.17	\$ 5,172,726.63	\$ 6,080,946.39

- We are generating \$210K per research-active faculty in research expenditures.
- Faculty Research
 - We have 23 of 29 research faculty involved in funded research (79%).
 - Faculty are publishing an average of 3 peer-reviewed publications each annually.

Research Grants

Sample Grants Awarded since August 2025

Yeo, S., “Pilot-Scale Investigation of Contaminant Accumulation and Autonomous Breakthrough Detection in Closed-Loop Water Recovery Systems for Space Habitats,” NASA WV EPSCoR Seed Grant, **\$24,759.**

Jana, A., “Towards Regional Large Language Models: A West Virginia Prototype,” NASA WV EPSCoR Seed Grant, **\$24,760.**

Liu, S., “Heterogeneous Legged Robotic Teaming for Autonomous Exploration of Extreme Environments,” NASA WV EPSCoR Seed Grant, **\$24,776.**

Alzarrad, A., and **McIntosh, J.** “Land Use Master Plan Update and Enhancement,” West Virginia Office of Energy – West Virginia Office of Coalfield and Community Development, **\$100,971.49.**

O’Malley, E., and **Salary, R.** “NASA Graduate Fellowship,” NASA, **\$30,000.**

Shim, S., “Blood-Based RNA Biomarkers of Alzheimer’s Disease and Related Dementia,” Maier Dementia Research Collaborative, **\$15,000.**

Wait, I., “Hydraulic and Statistical analysis of culvert maintenance and condition,” WVDOH, \$457,965, August 1, 2025 through July 2027.

Sarajini, D., **A. Chattopadhyay, N. Biswas,** N. Ritter, “Advancing Regional Air Mobility in Appalachia,” NASA, \$750,000, 2025-2028.

Research Investments

- Research infrastructure at Marshall is still growing...
 - We are investing college research funds in procuring and installing much-needed research equipment. Additional equipment is being added to support materials research for academic and research purposes. Additionally, a new battery simulator is being purchased to support our battery research institute. Along with the new equipment are upgrades to our facilities in power and plumbing.
- Our facilities are somewhat limited.
 - We are currently using all of our available space for laboratories. We have even had to capture some offices and storage areas for labs, and we are considering converting some classrooms.
 - Research active faculty and doctoral students need lab spaces.

College Trends

- Our faculty are being asked to do more and more with less and less.
- As a college, we have graduation rates of 67% at four years for the last cohort and 62% at six years for the last cohort. Six-year data is from a cohort during COVID and we still met 62%.
- According to the funding formula data:
 - We have increased completions from 111 in 2021 to 199 in 2025.
 - We have increased progressions from 2021-2025:
 - > 90 hours: from 113 to 132
 - > 60 hours: from 122 to 173
 - > 30 hours: from 143 to 160

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