

## Vision 2020 Update

### Recruitment, Retention, Degree Completion, Marketing/Branding and the Student Experience

#### Overall Status



**Goal II:** Establish processes that utilize best practices and create appropriate databases for tracking and enrolling prospective students.

**Strategy A:** Utilize Customer Relationship Management (CRM) solution to track all inquiries and to create and distribute targeted messages. Create research-based communication plans utilizing our understanding of the behavior of prospective students and the college search process.

#### Recent Key Accomplishments

The CRM, EMAS, is implemented and functioning well – allowing admissions staff to track inquiries and application activity along with supporting outreach and territory management.

EMAS supports territory management communication including mail, email and telephone.

#### Upcoming Activities

Additional targeted academic messaging will be implemented.

Additional messaging to admitted students.

Refine comprehensive communication plan.

#### Emerging Issues

Explore options in tracking multiple inquiry source codes.

#### Solutions

Director of Admissions has reached out to EMAS staff.

#### Upcoming Deliverables/Milestones

| <u>Item</u>                  | <u>Due Date</u> | <u>Status</u> | <u>Progress</u> | <u>Comments</u> |
|------------------------------|-----------------|---------------|-----------------|-----------------|
| Item: Add academic messaging | Winter 2015     |               | 20%             |                 |
| Item: EMAS implementation    | Ongoing         |               | 80%             |                 |

Submitted by: Katherine McCarthy, 12/19/14