

Vision 2020 Update

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

Overall Status



Goal III: Support enrollment growth by using demographic data to identify opportunities for new student recruitment.

Strategy A: Establish University/recruitment presence in targeted West Virginia counties and out-of-state markets. Move forward with implementation of territory management in new student recruitment to support relationship building and goal setting.

Recent Key Accomplishments

Territory management is firmly established in recruitment activities and in the foundation for communication, goal setting and travel structure.

Out-of-state presence is growing and taking hold.

Upcoming Activities

Ongoing work with Admissions staff to ensure we are current in implementation of territory management, adhering to profession best practices.

Goal monitoring is also ongoing.

Continued assessment of out-of-state activities.




Emerging Issues

N/A

Solutions

N/A

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item: Implementation of territory management	Completed		100%	
Item: Ongoing maintenance of territory management	Ongoing		50%	
Item: Out-of-state presence	Ongoing		50%	

Submitted by: Katherine McCarthy, 12/19/14