

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 B: Explore opportunities to engage with select out-of-state community colleges.

Recent Key Accomplishments

Admissions counselor has been assigned to work with WV CTC's, community colleges and transfer students as primary recruitment market.

Upcoming Activities

The admissions counselor will coordinate and participate in at least five out-of-state community college visits in spring 2015.

Emerging Issues

Develop a database of CTC's and CC transfer counselors and contact information.

Solutions

Staff will create a database in spring 2015.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item: Admissions counselor assigned to transfer	Fall 2014		100%	
Item: CTC and CC outreach	Ongoing		20%	
Item: Out-of-state CC visits	Spring 2015		0%	
Item: Out-of-state presence	Spring 2015		20%	

Submitted by: Katherine McCarthy, 12/19/14