

Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and the Student Experience

Overall Status



Goal VII: Improve first-to-second year retention to 70 percent. Improve 6-year graduation rate to 30 percent.
Strategy B: Create a University-wide retention plan. Components of the plan will include implementing the recommendations from the Degree Completion Task Force, creation of a Retention and Student Success Council, implementation of a non-returned survey and promotion of four year degree plans.

Recent Key Accomplishments

An admitted student questionnaire has been drafted by Univ. Relations in April 2014.
 The University maintains online survey capabilities through a subscription service.

Upcoming Activities

University Relations plans to survey current students for marketing purposes in spring 2015.

Emerging Issues

Student survey/questionnaire fatigue is a possibility as there are a number of offices/committees that seek to gain information using this mode of collection.

Solutions

University Relations, Enrollment Management and Student Affairs along with the Retention and Student Success Council will collaborate on the upcoming surveys so that each area of the University may gain their respective, desired information while minimizing the number of student questionnaires/surveys.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. New admitted student survey	04/18/14		75%	Univ. Relations drafted this survey in April 2014. Awaiting review and adjustment of the survey based upon feedback from Enrollment Management and Student Affairs.
Item. Spring current student survey	Spring '15		0%	Univ. Relations plans to develop survey in early spring 2015