

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 D: Develop an alumni recruitment program, especially to assist in distant markets where staff presence is less consistent.

Recent Key Accomplishments

Volunteer Alumni Admissions Network (VAAN) was introduced in spring 2014 at the National Alumni Conference and again at Homecoming 2014.

Website thru Alumni Relations was launched.

Upcoming Activities

Additional follow up with alumni interested in VAAN.
Continued solicitation of volunteers.

Winter/spring 2015 - Introduce volunteer activities to support yield of admitted students.

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: VAAN Launch	Spring 2014		100%	
Item: Additional volunteer solicitation	Ongoing		20%	
Item: Communication with volunteers	Ongoing		20%	

Submitted by: Katherine McCarthy 12/19/14