

Vision 2020 Update

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

Overall Status



Goal I: Grow student population to improve higher education participation and supply a well-equipped, educated workforce for the state of West Virginia and the region. Concentrate not only on new students but also on retention.

Strategy B: Support our historic commitment to access and academic success through the awarding of merit-based scholarships and need-based grants in order to attract a diverse student body of high-potential students.

Recent Key Accomplishments

Scholarship program continues to develop through utilization of institutional donor support. Scholarship support offered to select new and returning students.

Upcoming Activities

Increased IT/Banner engagement in awarding and tracking scholarships offered to fall 2015 admits and returning students. Pilot spring 2015.

Emerging Issues

Tracking scholarships and donor recognition. Conversation with University Advancement regarding donor recognition – student notes and event.

Solutions

Conversations with IT and University Advancement will continue.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item: Implement Banner procedures to better track scholarships.	Spring 2015		50%	The University has not previously used this Banner functionality for scholarships and is working to implement these tools for the spring pilot.
Item: Follow-up conversations with IT staff regarding next steps in scholarship tracking	Winter 2015		0%	IT and Enrollment Management have collaborated on automation of processes and will continue to do so as existing Banner functionality is implemented and additional needs are identified.

Submitted by: Katherine McCarthy 12/19/14