

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 A: Develop a recruitment plan to guide efforts and grow enrollment over the life of *Vision 2020*.

Recent Key Accomplishments

Yield plan has been completed.

In 2015-2016, the University engaged with a third party partner to further strategize recruitment initiatives.

Further enhanced the University's territory management through increased outreach with prospective students.

Upcoming Activities

Fall 2016 yield activities are underway and ongoing.

Emerging Issues

Although not a new issue, competition for transfer students is growing and becoming more intense. We face competitive pressure from 4 year colleges and universities and CTCs which are committed to improving retention.

Solutions

Outreach to West Virginia Community and Technical Colleges (WV CTCs) and out-of-state community colleges.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item: Recruitment Plan	5/15/16		50%	
Item: Student tele-counseling program	12/01/16		30%	