

## 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 West Virginia Community and Technical Colleges (WV CTC's), community colleges and transfer students as primary recruitment market.

West Virginia State University was represented at several out-of-state community colleges and CTC programs in 2015.

#### Upcoming Activities

Development of additional transfer recruitment initiatives

#### Emerging Issues

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

#### Solutions

Staff will create a database in spring 2016.

#### 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 students	Fall 2014		100%	
Item: CTC and CC outreach	Ongoing		40%	
Item: Out-of-state CC visits	Ongoing		30%	
Item: Out-of-state presence	Ongoing		40%	

Submitted by: Katherine McCarthy Date: 01/07/16