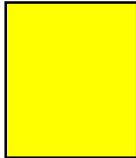


Vision 2020 Update

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 D: Improve communication with prospective transfer students; enhance communication to admitted transfer students and to those inquiring about transferring to WVSU; increase recruitment visits to West Virginia community and technical colleges; improve the transfer credit evaluation process to enhance personalization and improve turnaround time. Partner with community and technical colleges in local and surrounding markets to develop additional 2+2 programs that meet job market demands.

Recent Key Accomplishments

Dedicated an admissions counselor to transfer student recruitment.
Increased visibility at out-of-state community colleges through participation at transfer recruitment events.

Upcoming Activities

Ongoing outreach by Admissions staff.

Emerging Issues

There is an increase in competition for transfer students.
Access to Community and Technical College has been a challenge.

Solutions

Continue the ongoing outreach efforts to prospective transfer students.

Upcoming Deliverables/Milestones

| <u>Item</u> | <u>Due Date</u> | <u>Status</u> | <u>Progress</u> | <u>Comments</u> |
|-------------------------|-----------------|---------------|-----------------|-----------------|
| Item: Transfer Brochure | May 2016 | | 20% | |