

## 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 and 2015.

Website through Alumni Relations was launched.

#### Upcoming Activities

Continue to promote Volunteer Alumni Admissions Network (VAAN) through Admissions and Alumni Affairs

#### Emerging Issues

Volunteer numbers are currently at 30. Volunteer registration is slower than we would like. The volunteers we have are strong.

#### Solutions

Continue the promotion of VAAN to alumni

#### 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		50%	
Item: Communication with volunteers	Ongoing		40%	

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