

Vision 2020 Update

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

Overall Status



Goal II: Establish processes that utilize best practices and create appropriate databases for tracking and enrolling prospective students.

Strategy A: Utilize Customer Relationship Management (CRM) solution to track all inquiries and to create and distribute targeted messages. Create research-based communication plans utilizing our understanding of the behavior of prospective students and the college search process.

Recent Key Accomplishments

The CRM, EMAS, is implemented and functioning well – allowing admissions staff to track inquiries and application activity along with supporting outreach and territory management.

EMAS supports territory management communication including mail, email and telephone.

Upcoming Activities

Additional targeted academic messaging will be implemented

Additional messaging to admitted students

Refine comprehensive communication plan

Emerging Issues

N/A

Solutions

N/A

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item: Add academic messaging	Spring 2016		30%	
Item: EMAS implementation	Ongoing		80%	

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