

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 B: Support our historic commitment to access and academic success through the awarding of merit-based scholarships and need-based grants in order to attract a diverse student body of high-potential students.

Recent Key Accomplishments

Scholarship program continues to develop through utilization of institutional funds and donor support. Scholarship support offered to select new and returning students.

Increased IT/Banner engagement in awarding and tracking scholarships offered to fall 2015 admits and returning students.

Improvement in donor acknowledgment process.

Upcoming Activities

Continue to identify ways that Banner can support awarding and tracking of scholarships.

Emerging Issues

Tracking scholarships and donor recognition.

Solutions

Conversations with IT and University Advancement will continue. Enrollment Management and Student Affairs is currently coordinating a donor recognition with advancement support.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item: Many scholarship awards have moved from the aid screen to the student's account without manual intervention. Additional discussion is required to determine the potential of processing of foundation awards.	Spring 2015		75%	The University has not previously used this Banner functionality for scholarships and is working to implement these tools completely.
Item: Follow-up conversations with IT staff regarding next steps in scholarship tracking	Ongoing		50%	IT and Enrollment Management have collaborated on automation of processes and will continue to do so as existing Banner functionality is implemented and additional needs are identified.

Submitted by: Katherine McCarthy Date: 1/07/16