Vision 2020 Update
Recruitment, Retention, Degree Completion, Marketing/Branding and the Student Experience

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
Explore options in tracking multiple inquiry source codes.

Solutions
Director of Admissions has reached out to EMAS staff.

Upcoming Deliverables/Milestones

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>Item: Add academic messaging</td>
<td>Winter 2015</td>
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<td>20%</td>
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<tr>
<td>Item: EMAS implementation</td>
<td>Ongoing</td>
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Submitted by: Katherine McCarthy, 12/19/14