**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 A**: Establish University/recruitment presence in targeted West Virginia counties and out-of-state markets. Move forward with implementation of territory management in new student recruitment to support relationship building and goal setting.

**Recent Key Accomplishments**

Territory management is firmly established in recruitment activities and in the foundation for communication, goal setting and travel structure.

Out-of-state presence is growing and taking hold.

**Upcoming Activities**

Ongoing work with Admissions staff to ensure we are current in implementation of territory management, adhering to profession best practices.

Goal monitoring is also ongoing.

Continued assessment of out-of-state activities.

**Emerging Issues**

N/A

**Solutions**

N/A

**Upcoming Deliverables/Milestones**

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<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
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Submitted by: Katherine McCarthy, 12/19/14