**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 B:** Explore opportunities to engage with select out-of-state community colleges.

**Recent Key Accomplishments**

Admissions counselor has been assigned to work with WV CTC’s, community colleges and transfer students as primary recruitment market.

**Upcoming Activities**

The admissions counselor will coordinate and participate in at least five out-of-state community college visits in spring 2015.

**Emerging Issues**

Develop a database of CTC’s and CC transfer counselors and contact information.

**Solutions**

Staff will create a database in spring 2015.

**Upcoming Deliverables/Milestones**

<table>
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<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
<th>Comments</th>
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<tr>
<td>Item: Admissions counselor assigned to transfer</td>
<td>Fall 2014</td>
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<td>Item: CTC and CC outreach</td>
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<td>Item: Out-of-state CC visits</td>
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<td>Item: Out-of-state presence</td>
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Submitted by: Katherine McCarthy, 12/19/14