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

**Overall Status**

**Goal VII:** Improve first-to-second year retention to 70 percent. Improve 6-year graduation rate to 30 percent.

**Strategy B:** Create a University-wide retention plant. Components of the plan will include implementing the recommendations from the Degree Completion Task Force, creation of a Retention and Student Success Council, implementation of a non-returners survey and promotion of four year degree plans.

**Recent Key Accomplishments**

An admitted student questionnaire has been drafted by Univ. Relations in April 2014.

The University maintains online survey capabilities through a subscription service.

**Emerging Issues**

Student survey/questionnaire fatigue is a possibility as there are a number of offices/committees that seek to gain information using this mode of collection.

**Upcoming Activities**

University Relations plans to survey current students for marketing purposes in spring 2015.

**Upcoming Deliverables/Milestones**

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item. New admitted student survey</td>
<td>04/18/14</td>
<td></td>
<td>75%</td>
<td>Univ. Relations drafted this survey in April 2014. Awaiting review and adjustment of the survey based upon feedback from Enrollment Management and Student Affairs.</td>
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<tr>
<td>Item. Spring current student survey</td>
<td>Spring '15</td>
<td></td>
<td>0%</td>
<td>Univ. Relations plans to develop survey in early spring 2015</td>
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