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

**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.

### Overall Status

**Recent Key Accomplishments**

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

**Upcoming Activities**

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

**Emerging Issues**


**Solutions**

Conversations with IT and University Advancement will continue.

### 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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<tbody>
<tr>
<td>Item: Implement Banner procedures to better track scholarships.</td>
<td>Spring 2015</td>
<td></td>
<td>50%</td>
<td>The University has not previously used this Banner functionality for scholarships and is working to implement these tools for the spring pilot.</td>
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<td>Item: Follow-up conversations with IT staff regarding next steps in scholarship tracking</td>
<td>Winter 2015</td>
<td></td>
<td>0%</td>
<td>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.</td>
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Submitted by: Katherine McCarthy 12/19/14