**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 A:** Develop a recruitment plan to guide efforts and grow enrollment over the life of Vision 2020.

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**Recent Key Accomplishments**

Yield plan has been completed.

In 2015-2016, the University engaged with a third party partner to further strategize recruitment initiatives. Further enhanced the University’s territory management through increased outreach with prospective students.

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**Upcoming Activities**

Fall 2016 yield activities are underway and ongoing.

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**Emerging Issues**

Although not a new issue, competition for transfer students is growing and becoming more intense. We face competitive pressure from 4 year colleges and universities and CTCs which are committed to improving retention.

**Solutions**

Outreach to West Virginia Community and Technical Colleges (WV CTCs) and out-of-state community colleges.

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**Upcoming Deliverables/Milestones**

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<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
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Submitted by: Katherine McCarthy  Date: 2/19/16