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

**Goal II:** Establish processes that utilize best practices and create appropriate databases for tracking and enrolling prospective students.

**Strategy A:** Utilize Customer Relationship Management (CRM) solution to track all inquiries and to create and distribute targeted messages. Create research-based communication plans utilizing our understanding of the behavior of prospective students and the college search process.

### Overall Status

![Overall Status](image)

### Recent Key Accomplishments

The CRM, EMAS, is implemented and functioning well – allowing admissions staff to track inquiries and application activity along with supporting outreach and territory management.

EMAS supports territory management communication including mail, email and telephone.

### Upcoming Activities

- Additional targeted academic messaging will be implemented
- Additional messaging to admitted students
- Refine comprehensive communication plan

### Emerging Issues

N/A

### Solutions

N/A

### Upcoming Deliverables/Milestones

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item: Add academic messaging</td>
<td>Spring 2016</td>
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<td>30%</td>
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<tr>
<td>Item: EMAS implementation</td>
<td>Ongoing</td>
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Submitted by: Katherine McCarthy Date: 01/07/16