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

**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 West Virginia Community and Technical Colleges (WV CTC’s), community colleges and transfer students as primary recruitment market.

West Virginia State University was represented at several out-of-state community colleges and CTC programs in 2015.

**Upcoming Activities**
Development of additional transfer recruitment initiatives

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

**Solutions**
Staff will create a database in spring 2016.

**Upcoming Deliverables/Milestones**

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<thead>
<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 students</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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<tr>
<td>Item: Out-of-state presence</td>
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Submitted by: Katherine McCarthy Date: 01/07/16