**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 D:** Improve communication with prospective transfer students; enhance communication to admitted transfer students and to those inquiring about transferring to WVSU; increase recruitment visits to West Virginia community and technical colleges; improve the transfer credit evaluation process to enhance personalization and improve turnaround time. Partner with community and technical colleges in local and surrounding markets to develop additional 2+2 programs that meet job market demands.

**Recent Key Accomplishments**

- Dedicated an admissions counselor to transfer student recruitment.
- Increased visibility at out-of-state community colleges through participation at transfer recruitment events.

**Emerging Issues**

- There is an increase in competition for transfer students.
- Access to Community and Technical College has been a challenge.

**Upcoming Activities**

- Ongoing outreach by Admissions staff.

**Solutions**

- Continue the ongoing outreach efforts to prospective transfer students.

**Upcoming Deliverables/Milestones**

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Submitted by: Katherine McCarthy 2/19/16