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 A:** Establish University/recruitment presence in targeted West Virginia counties and out-of-state markets. Move forward with implementation of territory management in new student recruitment to support relationship building and goal setting.

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**Recent Key Accomplishments**
Territory management is firmly established in recruitment activities and in the foundation for communication, goal setting and travel structure.

**Upcoming Activities**
Ongoing work with Admissions staff to ensure we are current in implementation of territory management, adhering to profession best practices.

Goal monitoring is also ongoing.

Continued assessment of out-of-state activities.

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**Emerging Issues**
N/A

**Solutions**
N/A

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**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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</thead>
<tbody>
<tr>
<td>Item: Implementation of territory management</td>
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<td>Item: Ongoing maintenance of territory management</td>
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<td>Item: Out-of-state presence</td>
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Submitted by: Katherine McCarthy Date: 01/07/16