



BUILDING A SUCCESSFUL RECRUITMENT PLAN

UVA WISE



New Approach

- Admission Counselor Training
- Tour Guide Training
- New Emphasis on Campus Visit Experience
- Data-Informed Decision Making
- Recruitment Marketing
- Timely Financial Aid Offers
- New Scholarship Model

Successful Recruitment Plan



- Determine selling points - Why UVA Wise
- Review demographic trends and environmental data
- Know the competition
- Data-Informed decision making
- Identify markets
- Create plan and execute



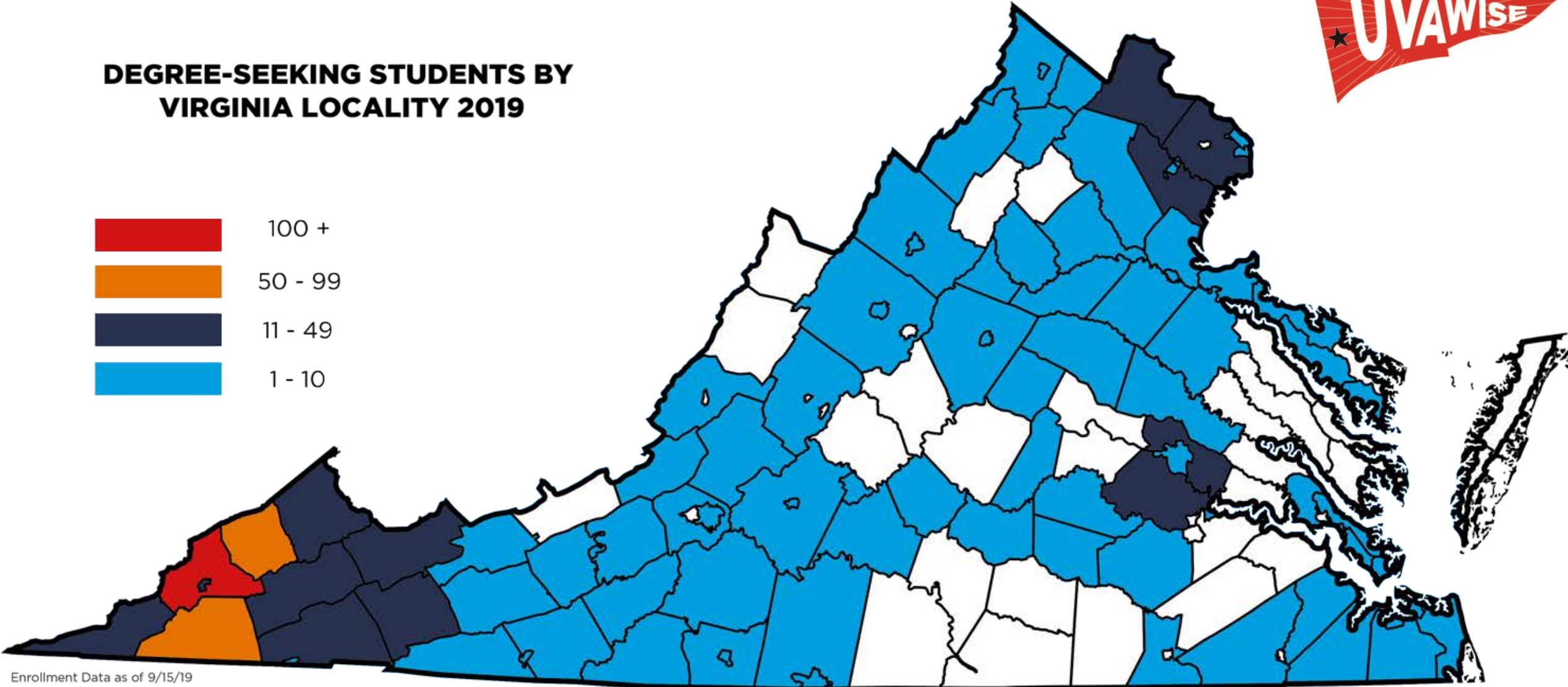
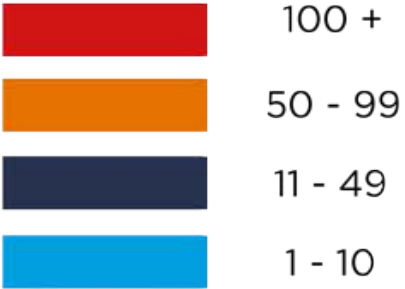
Identify Markets

Southwest Virginia

- Top feeder schools in surrounding counties



DEGREE-SEEKING STUDENTS BY VIRGINIA LOCALITY 2019



Enrollment Data as of 9/15/19





Identify Markets

Existing ARC Markets

- Tennessee and Kentucky





STATE
of the ARC



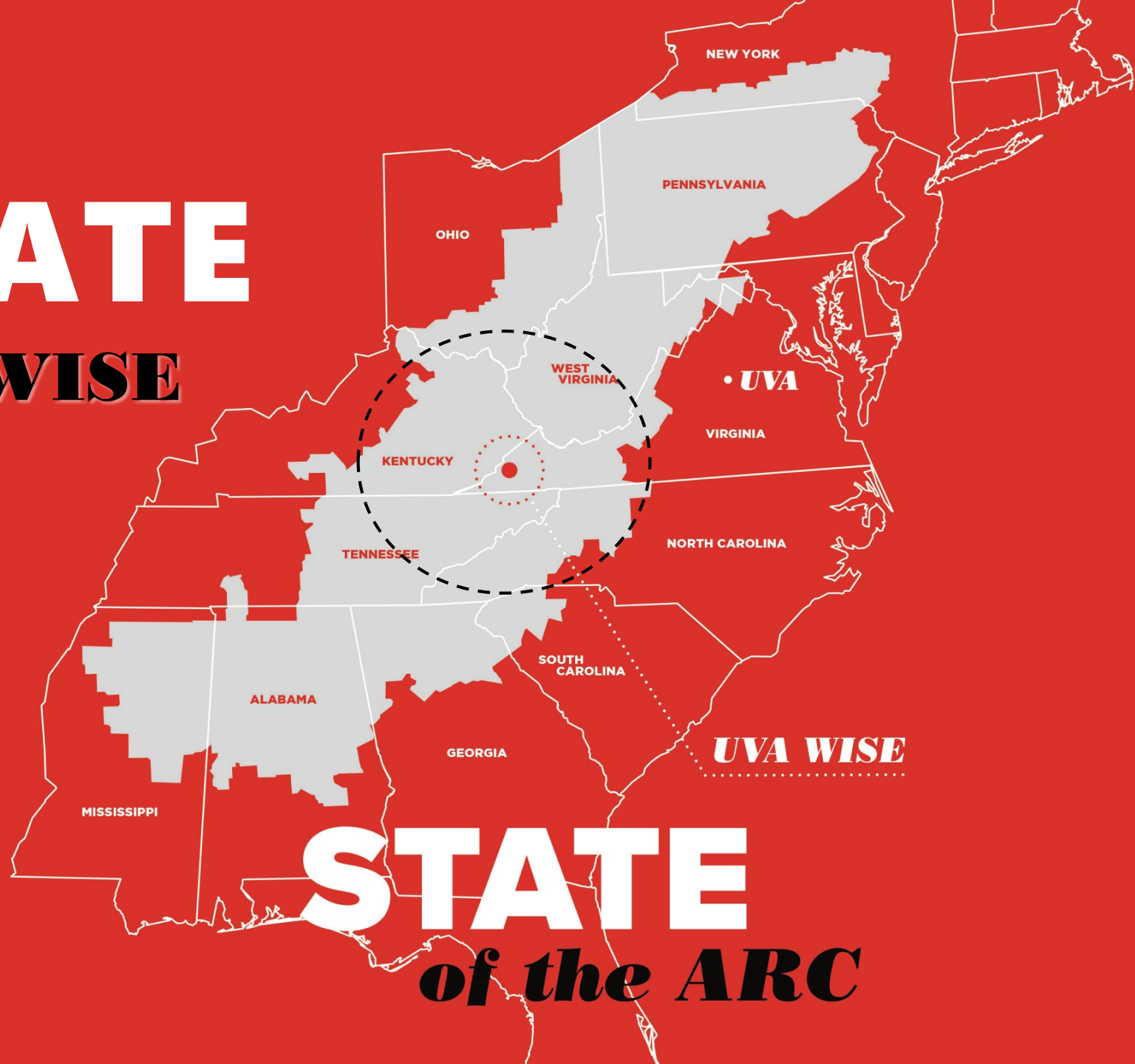
Identify Markets

“State of Wise”

- 300 mile radius from campus
- Includes in-state areas and ARC counties in Tennessee, North Carolina, and Kentucky

STATE

of **WISE**



STATE

of *the ARC*



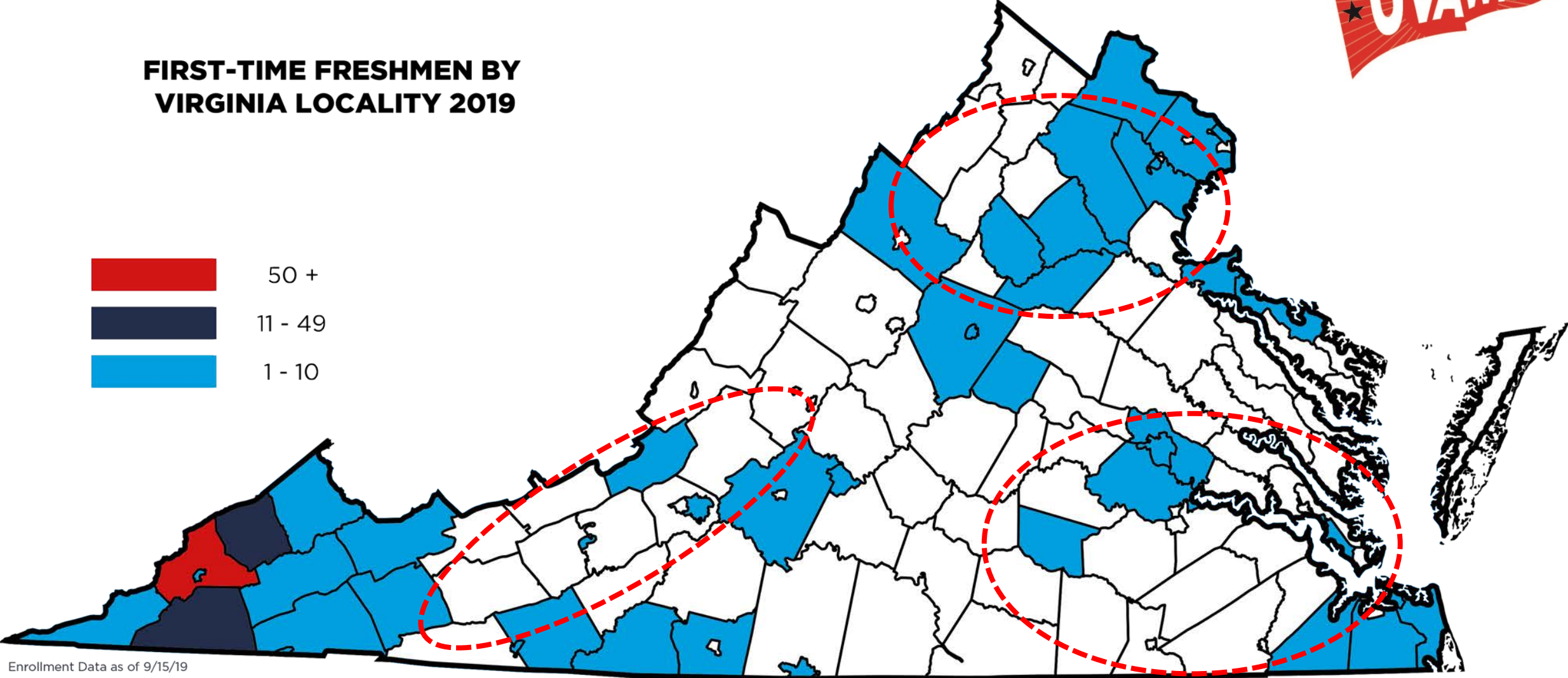
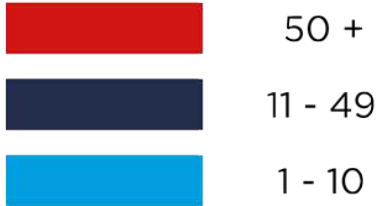
Identify Markets

“NOVA and Tidewater”

- No. Virginia (Rt. 66), I-81, Richmond, Tidewater, Hampton Roads regions



FIRST-TIME FRESHMEN BY VIRGINIA LOCALITY 2019



Enrollment Data as of 9/15/19





Identify Markets

- Tertiary Market
 - ARC
 - All of the designated counties in the remaining states that make up the ARC.
 - Ranges from Mississippi through southern tier of New York state.
 - Out-of-State Markets (outside of ARC)
 - East coast, western Tennessee, western Kentucky, Metro DC



STATE
of the ARC



UVA WISE WITHIN REACH

“The program lets us help Virginia families realize the dream of a college degree is within reach,”

-UVA Wise Chancellor Donna P. Henry

Tuition and Fees 100% Covered:

- Virginia Residents
- Family Income of \$40,000 or Less
- Qualify for Admission to the College





Questions?

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