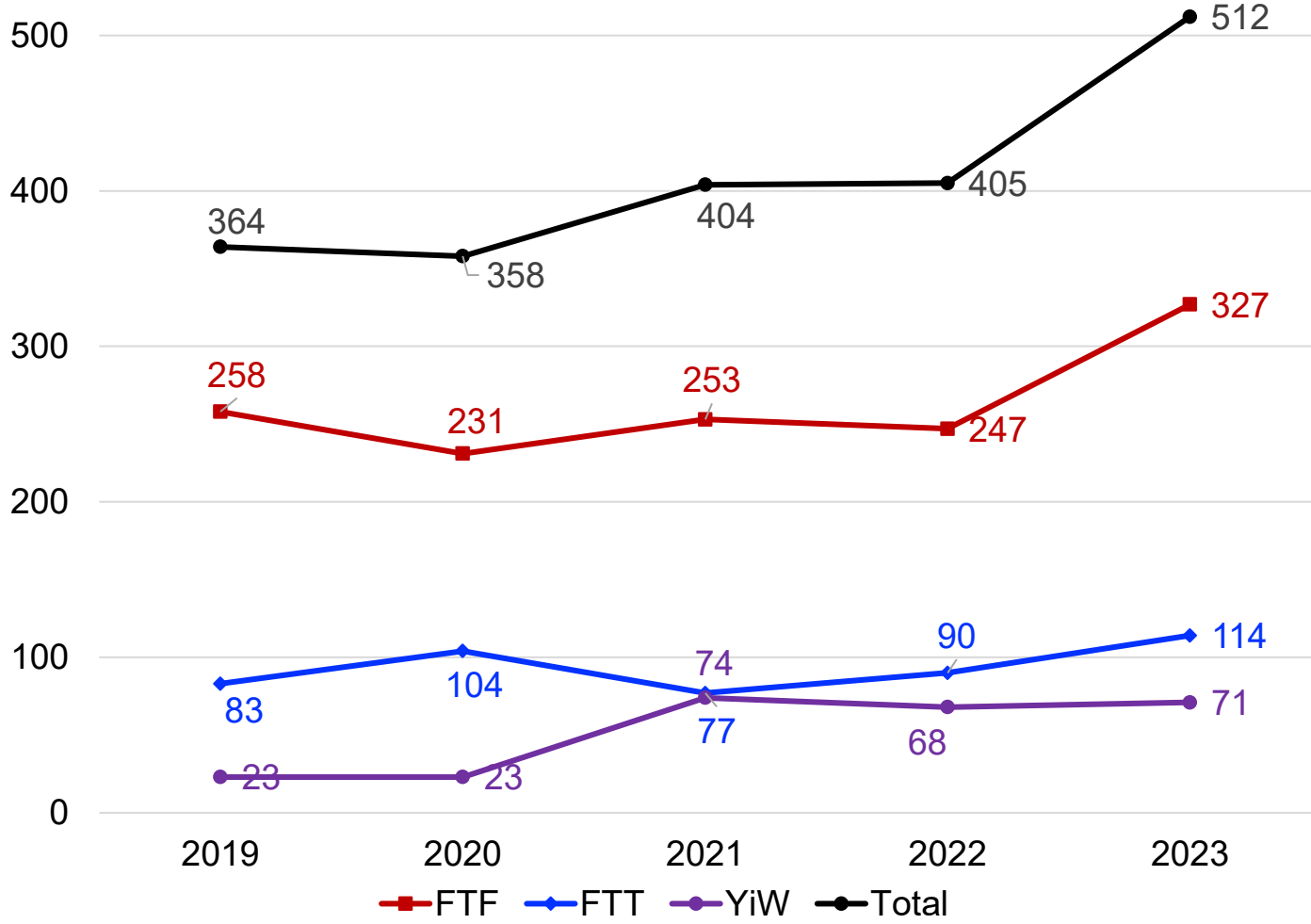


Enrollment & Retention

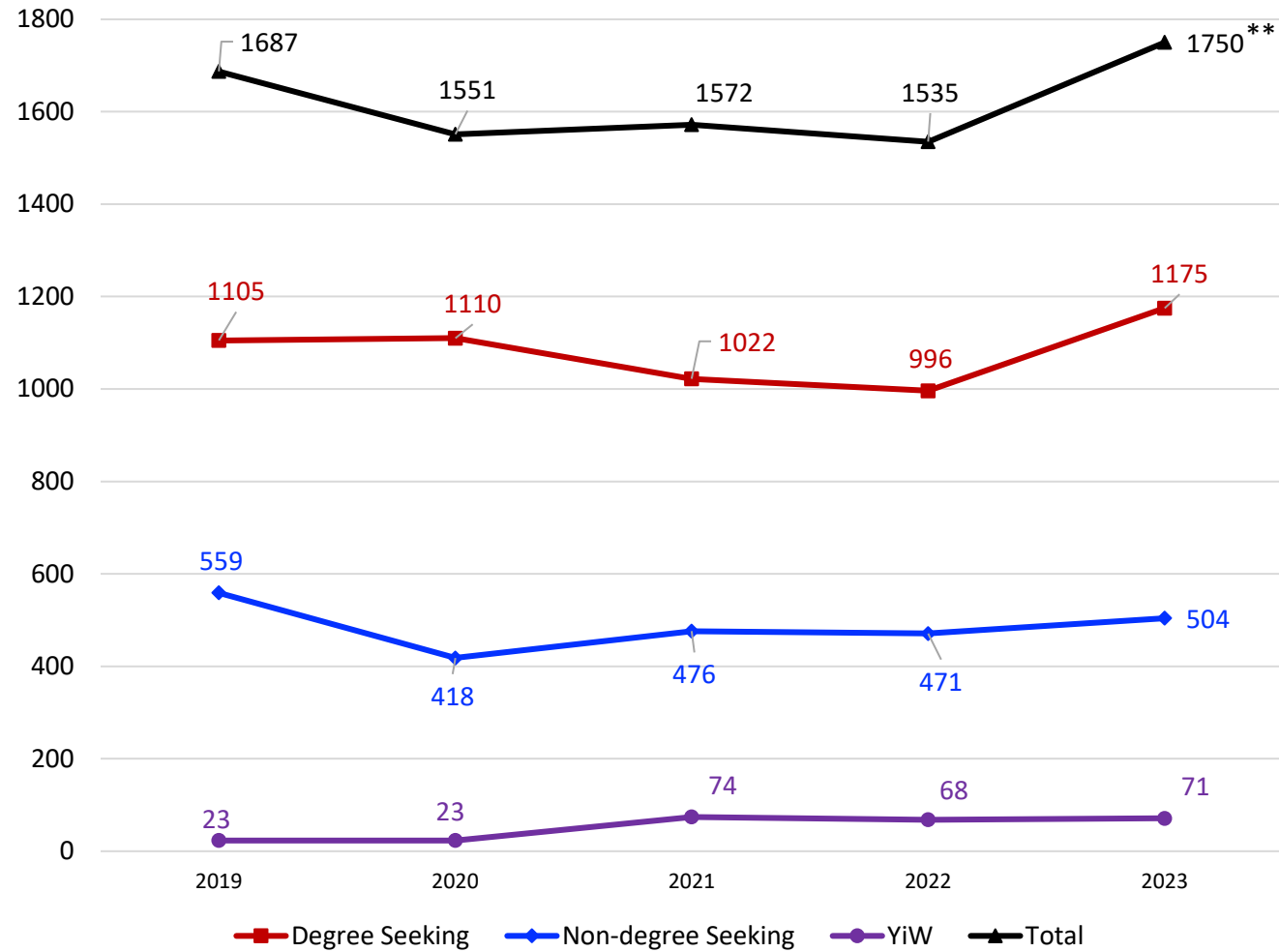


New Students - Registered



*As of August 21, 2023, 6:00 a.m.

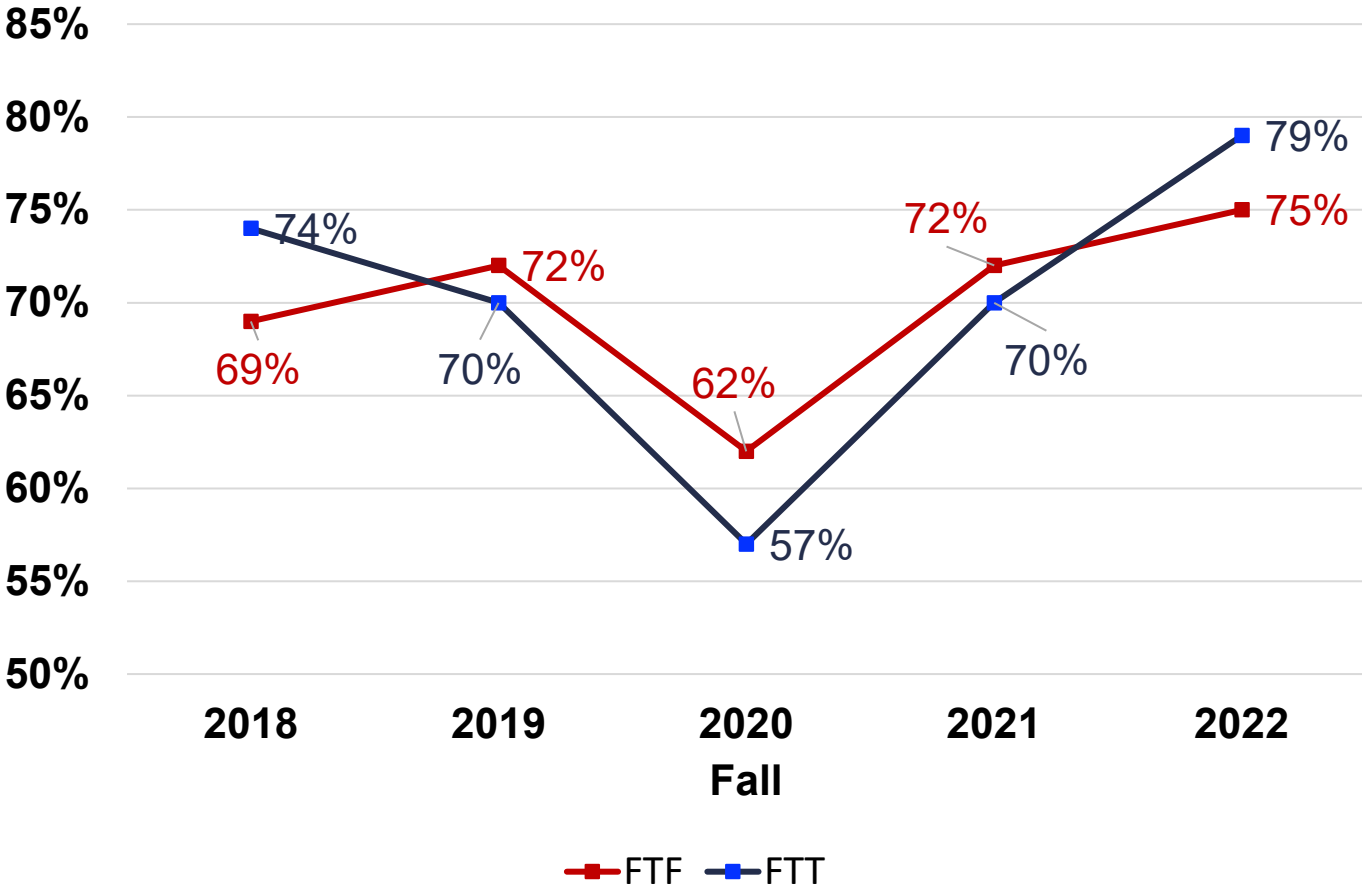
Enrollment



*As of August 21, 2023, 6:00 a.m.

**Includes 24 graduate students

Fall-to-Fall Retention Rates



*As of August 8, 2023, 5:30 a.m.

Recruitment Update



5-Year Average Recruitment Comparison

	Average	Current	% Diff.
Applications	951	3492	267%
Admitted	683	1168	71%
Confirmed	285	478	67%

Orientation Data

	Fall 2022	Fall 2023	#Change
Freshmen	312	402	90
Transfer	65	76	11
ReAdmit	8	12	4
TOTAL	385	487	105

Housing Data

Housing Data (New /Total)	Fall 2022	Fall 2023	#Change
Students Yr-to-Yr Comparison	272/470	342/561	70/91

Top 5 Virginia High Schools (CAV Module)

1. Central HS	52
2. Union High School	24
3. Ridgeview High School	19
4. Gate City HS	10
5. Grundy HS	9

Top 5 Virginia Counties/Cities (CAV Module)

1. Wise	87
2. Scott	21
3. City of Norton	19
4. Dickenson	17
5. Fairfax	17

2023-24 Priorities

- Freshman goal: **8% increase**
- Transfer goal: **5% increase**
- Out-of-State tuition reduction
- Assess scholarship and financial aid strategy
- Assess CRM and its effectiveness as related to J1 and Communication Strategy (Slate Transition)
- Organize and streamline admissions, campus visit, and orientation process (A Plan for One Concept)
- Enhance high school pathway program (Principal Program)
- Direct / Dual admission with our three community colleges (MOU - 2+2)