1. How do we prepare for 2021? What will WCU look like in 2022?
   a. Attract employers to bring more families and diversity to the area.
   b. Emphasize faculty
   c. Be more inclusive of different faiths
   d. Be more expansive in definition
   e. Promote diversity in hiring at WCU
      i. Faculty hiring
      ii. Staff hiring
      iii. Administrative hiring
   f. Utilize current students in recruitment efforts.
   g. Grow graduate students from undergraduate programs.
   h. Summer Opportunities
      i. Summer opportunities for rising high school seniors
      ii. Credit bearing courses
      iii. Available for overseas market high school students
   i. Target Overseas Market
   j. Address remediation issues
   k. Enhance summer programming to help remediation
   l. Highlight Programs
      i. Student opportunities
      ii. Program Quality
   m. Increasing diversity of high school graduates (particularly Hispanic students)
      i. Speak the language – key marketing materials in Spanish, the student will be bilingual
         but their parents may not be, also hire bilingual WCU staff
      ii. Provide role models – hire Hispanic admissions staff
      iii. Provide specialized hospitality/visitor services training in cultural sensitivity
      iv. Transportation – if family doesn’t have a car, how do they get to WCU Open Houses? If
         student doesn’t have a car, how do they get around town?
      v. Make sure that culturally specific food & personal items are available on campus to
         students
      vi. Look for other universities who are doing a good job of recruiting and retaining a diverse
         student population – how can we adapt their strategies?
      vii. Capitalize on schools/departments that are already doing a great job of recruiting
         underserved students—shining example—School of Nursing
   n. Maintain our current recruiting strengths
      i. Small class size, personal attention
      ii. Wonderful natural environment, good recreational amenities (include Health Sciences
         trail and new Tuck River park in tours, maybe add a soccer field?)
   o. Improve post graduate surveys
   p. Partner with other institutions in the region (App, UNCA) who may be experiencing the same
      type of issues regarding Hispanic students?
   q. Assumptions – challenge our assumptions about other populations and educate ourselves.
r. Adopt campus programs and opportunities that educate us about the Hispanic and other cultures.
s. Pool drawings from dropped students as retention becomes even more important.
t. Engagement and activities both curricular and co-curricular.
u. Learning Communities (deal with dropped students) and further develop this program
v. WCU to be a regional leader in creating a more inclusive environment and welcome culture to get at the larger pools of students (marketing)
w. Shopping programs for job growth = employment demands
x. Scholarships to level playing field
   i. Increase transparency of the process
y. Proactively engage with Hispanic population, appreciation approach.
z. Define our competitive edge
aa. Identify what populations want in a college experience
bb. Internationalize curriculum
cc. Internationalize campus
dd. Community College pipeline
   i. Strengthen our community college partnerships
   ii. Examine current/future community college students (e.g., demographic barriers)
ee. Leverage majors that make sense to increase recruitment
ff. Quality of academic programs (important to attract international students)
gg. Look into offering year-round school, certificate programs, competency-based programs
hh. Understand the impact of immigration status and community

2. What other questions do we have?
   a. What are WCU’s expectations on international student recruitment?
      i. Should the international student recruitment strategy be incorporated into the WCU recruitment strategy?
b. How can we better matriculate our growing undergraduate student population into a growing graduate student population?
c. What is our current Hispanic enrollment (gross numbers and % of total student body)?
d. Should we determine specific target groups and develop strategies for future enrollment?
e. What do target populations want in a college experience?
f. What are the technologies we can leverage to attract and teach these new students?
g. Are we being proactive in creating a regional culture that would attract and sustain different populations? (e.g., industry, entertainment, healthcare, education, etc.)?
h. What are the implications for recruiting Hispanic students given the differences in college enrollment rate?
i. How do we reach the students beyond the 39 mile radius? (e.g., establish satellite sites in diverse populations?)
j. Could we arrange Friday transportation to/from major cities to provide students with a way home?
k. Are we trying to convert populations to “our” way of college attendance?