

VISION FOR WVU ENROLLMENT

September 12, 2025



ENROLLMENT VISION

Our vision is to build a **vibrant student body** rich with varied perspectives and backgrounds, committed to **academic excellence** and **purposeful engagement**. We will strategically enroll students whose ambitions align with WVU's mission as a **premier R1 research institution**.

Through a seamless and personalized enrollment journey, we will attract **future leaders** prepared to innovate and contribute to the **economic prosperity of West Virginia** and the wider world. Our efforts will be **data-driven**, creating a supportive environment where every student can **find their purpose and thrive**.

KEY PILLARS FOR SUCCESS



1. "WIN" WEST VIRGINIA

As the Public Flagship Land-Grant University, a key part of this strategy is our unwavering commitment to the students of West Virginia. We will ensure that every academically prepared student in the state has a clear path to an education at WVU, providing them with access and opportunity.

By educating our state's youth, we are investing directly in the future of West Virginia. This will not only improve the state's economy by creating a more skilled workforce but will also enhance the quality of life for all West Virginians, ultimately leading to a more prosperous and vibrant state.

2. STRATEGIC ENROLLMENT PLAN

The aim is to establish an aligned enrollment strategy that offers a consistent long-term framework for the University. This includes creating an enrollment plan that addresses shifts in enrollment trends by adopting a stable and varied approach that aligns with institutional priorities and capacity constraints across campus.

The plan will include enhanced market segmentation, personalized recruitment, and efforts to improve an already strong student experience while promoting the depth and breadth of our academic programs. These measures are intended to support enrollment goals with an appropriate balance of in-state, out-of-state, international, and online students.

3. BROADENING OUR REACH

A thriving campus community requires a mosaic of perspectives and backgrounds. We are committed to intentionally recruiting students from all levels of academic preparation and socioeconomic backgrounds.

Our efforts will span all disciplines—from STEM and health sciences to the arts and humanities—with a special focus on attracting first-generation students, rural students, veterans, and individuals with unique life experiences. This approach ensures we build a campus that truly reflects and serves the people of West Virginia.

4. BRAND & REPUTATION

The enrollment strategy influences the reputation of the institution. Recruiting students with high academic performance and showcasing their achievements can enhance the perceived value of a WVU degree.

WVU's strong academic programs are central to building its reputation, offering rigorous curricula and diverse opportunities that attract talented students and faculty. The University will promote its research, athletics, and sense of community to strengthen its brand identity.

5. FINANCIAL RESPONSIBILITY

Enrollment goals will be rooted in sound financial planning, ensuring that recruitment targets align thoughtfully with tuition revenue and scholarship budgets to maintain the University's fiscal stability. The aim is to foster enrollment growth that supports, rather than strains, available resources while growing enrollment. Moreover, particular attention will be given to West Virginia students who face financial barriers.

Through expanded scholarship opportunities, targeted financial aid, and dedicated support services, WVU will empower these students to pursue their educational aspirations. By removing financial obstacles, we are not only opening doors for West Virginia's youth but also investing in the potential of our state's future leaders.

6. ENHANCED CAMPUS-WIDE PARTNERSHIPS

A successful enrollment strategy is a collaborative, campus-wide effort. We will forge strong, effective partnerships with key University units—including Strategic Communications & Marketing, academic colleges, Division of Student Life, Center for Learning, Advising, and Student Success, Extension, and Athletics—to create a seamless and compelling student experience.

This collaboration is crucial for ensuring our messaging is cohesive, our program information is accurate, and we highlight all the opportunities WVU offers. Our goal is to act as a central hub, aligning every office on campus behind the shared goal of enrollment success.

THANK YOU!

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