STUDENT SUCCESS

RECRUITMENT

RETENTION

Value

ACADEMIC & STUDENT SERVICES & OTHER

WHO WHAT WHERE WHEN WHY HOW

SERVICE

VISION EVALUATION TRAINING REWARDS

FINANCIAL AID

PRICE

Marketing & Communication

MARKETING

COMMUNICATION

Organizational Capabilities

INFRASTRUCTURE

A CULTURE FOR SUCCESS

LEADERSHIP AND STRUCTURE

NETWORKED

TECHNOLOGY

STUDENT FOCUSED

KNOWLEDGE MANAGEMENT

LEARNING FOCUSED

BASIC MANAGEMENT

FIT

AMOUNT

TYPE

MESSAGE

FIT

AMOUNT

TYPE

IMAGE

MESSAGES

FIT

AMOUNT

TYPE

AWARNESS

THEME

AWARNESS

THEME