

**2010-2011 Mutually Agreed Upon Objectives
for
President Hazo W. Carter, Jr.**

I. Budget and Finance

Continue to enhance revenues and contain expenditures that will result in further progress towards the "Three-Year Budget Plan," a balanced budget, and an audit report that meets the approval of the Board of Governors.

II. Institutional Advancement

Continue to implement:

- initiatives related to the quiet phase of the Capital Campaign and, provide a modified plan to include the financial goal that will be approved by the Board of Governors;
- plans for the Campus Master Plan as approved by the Board of Governors and the WV Higher Education Policy Commission;
- activities that will result in the presentation of the 2011-2012 Strategic Plan to the Board of Governors for approval and thereafter the distribution of the publication to constituents and other members of the general public; and,
- the West Virginia State University Branding and Marketing Strategy that will increase positive brand awareness, association, and support through the use of traditional and non-traditional media.

III. Student Recruitment and Retention

Fully implement recruitment plans for the metro tuition rate and the Recruitment and Retention Plan, that will result in increased student enrollment and graduation rates, and decrease the drop out rate, within the next two to three years; and, enhance personnel practices to better serve students in the admission and financial aid process.