

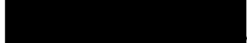
West Virginia University Airplane Reservation Form

1. General business purpose for trip: Collaboration between WVU and Education Advisory Board
2. Department contact/ phone number: Stacey Kearns [REDACTED] / Stephen Ballant 3-5701
3. Destination airport (if known): Washington, DC – Dulles (IAD)
4. Destination address: 2445 M Street NW, Washington, DC 20037

Leg:	Trip date:	Departure City:	Departure Time:	Arrival City:
1	11/09/17	Morgantown (MGW)	10:00am	Washington, DC (IAD)
2	11/10/17	Washington, DC (IAD)	11:15am	Morgantown (MGW)

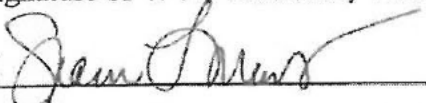
	Name	Cell number	Department	VP Division	Business Justification	Code
1	Sharon Martin	[REDACTED]	Vice President, UR	University Relations	<p>This two-day meeting will be a collaboration between WVU and the Education Advisory Board (EAB) to work together to address student success, enrollment, and program innovation at WVU.</p> <p>Agenda for the meeting includes:</p> <p>Kickoff and EAB Partnership Overview - Sally Amoruso, Executive Principal, Office of the President and Hannah Bottigheimer, Executive Advisor</p> <p>Enrollment Management - Alex White, Managing Director, Royall and Company</p> <ul style="list-style-type: none"> • Building a Best Practice Blueprint • Enrollment Landscape including look at WVU and primary markets • Building for Future Entering Classes: Search Strategy and Results • 7 key takeaways (pertinent to search, app marketing and yield) <p>Financial Aid for Student Success: Early Findings and Road Ahead - Sarah Parrott, Principal Hardwick Day</p> <p>In consultation with Hardwick Day and Student Success Collaborative, EAB is investigating the strategic use of aid dollars to support student retention and persistence. This exploration looks at:</p> <ul style="list-style-type: none"> • Student Segmentation Around Financial Risk • Targeted Recalibration of Aid Awards • Holistic Aid Policy Requirements • Student-Centered Communication <p>Program Innovation: Launching Financially Sustainable Academic Programs</p> <p>Avoiding the Most Damaging Mistakes in New Program Planning</p> <ul style="list-style-type: none"> • Using multi-faceted market demand information to inform program modality design and approval processes 	3
2	John Campbell	[REDACTED]	Vice Provost	Academic Affairs		
3	Anjali Halabc		Associate Vice President for Finance	Strategic Initiatives		
4	Keith Bailey		Dean, Online and Continuing Professional Education	Academic Affairs		
5	Barb Dawson		Associate Provost for Information Technology Services	Academic Affairs		
6	Stephen Lee	[REDACTED]	Associate Vice President for Enrollment Management	University Relations		
7						

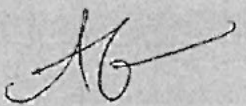
				<ul style="list-style-type: none"> • Conducting more accurate resource planning and allocation that predicts “knock on” costs and gives resource flexibility based on program performance <p>Online Growth in Service of the Public Mission - Carla Hickman, Managing Director, EAB Research Coordinated development and delivery of online programs – what does it mean for WVU?</p> <ul style="list-style-type: none"> • Extending the Reach of the Public Institution: reclaiming role of public university as both public and private good. • Growing revenue while fulfilling mission. • Online as a Means, not an End: enrollment and student success goals and ways in which they can be advanced by online and hybrid instruction. <p>Supporting the Emerging Discipline of Student Success Management - Rich Staley, Managing Director, Student Success Collaborative; Leonor Keller, Associate Principal, EAB; Lauren Kaplan, Managing Director, EAB</p> <p>An overview of the vision for the Student Success Management System, and a discussion of how WVU can apply these insights to elevate efforts around student success.</p> <p>Key Takeaways and Themes - Sally Amoruso, Executive Principal, Office of the President</p>
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5. Lead passenger name / cell number: Sharon Martin 

6. Ground transportation:
 No ground transportation required.
 I prefer to set up my own ground transportation.
 I prefer to have LJ Aviation set up ground transportation.

7. Catering:
 No catering required.
 Catering is required. Details: _____

8. Signature of WVU President, Vice President, Chancellor or designee:
  Printed: Sharon Martin Date: 10/31/17

For internal use:
 9. Approved by WVU President's Office:  Date sent to LJ Aviation: 10/31/17
 Printed name: Amy Gabriell Updated: 12/29/2014