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### Mission:

The mission of the Office of Recruitment and Marketing is to develop, adopt, and implement recruitment and marketing events and programs that assist the missions of the University. These programs will complement and enhance the desired outcomes of recruitment, retention, graduation rate, image assessment, school relations, and other special programs and services.

### Vision:

The Office of Recruitment and Marketing embraces the challenge to assist the university in the growth of enrollment for both undergraduate and graduate students. With continuous improvement in our service we expect the university to exceed the previous year's student enrollment.

### Relationship of the Unit's Mission to the University's Mission

The Office of Recruitment and Marketing has demonstrated its commitment to completing the mission of the University and the Division of Enrollment Management. The office will continue to recognize, attract, and enroll the desired quantity and quality of traditional and nontraditional students. Additionally, the office facilitates the transitional processes to enhance the retention rate.

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