




Vision 20/20 UPDATE

Recruitment, Retention, Degree Completion, Marketing/Branding and the Student Experience

Overall Status

Goal: VIII

Develop, execute and assess strategic marketing and communications programs, both internal and external, that strengthen, promote and protect WVSU's brand identity, relevance, accomplishments and excellence.

Strategy: A

Create fresh, consistent and timely messaging with an emphasis on value, what's new and the energy and excitement existing at WVSU.

Recent Key Accomplishments

Completed second full academic year with an Integrated Marketing Communications Plan (IMC).

Increased social media following and expanded to Instagram.

Completed a website redesign and launched a responsive University website enabling better mobile user interaction.

Conducted online advertising for the University branding campaign as well as for new online degree programs now offered by the University.

Upcoming Events

Expand branding and student recruitment reach through electronic means.

Promote faculty experts.

Produce annual hallmark publication.













Emerging Issues

Planned non-traditional marketing and promotion activities will require University stakeholder groups to remain nimble and adaptive to new ideas.

Solutions

Establish pilot projects to address any unforeseen challenges and showcase new, non-traditional marketing promotions to the greater University community.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Complete assessment of 2015-2016 IMC Plan	07/12/2016	  	100 %	Completed
Develop 2016-2017 IMC Plan	07/30/2016	  	100 %	Completed and implemented
Launch online advertising and organic marketing efforts	05/01/2016	  	100 %	Continued analysis of online advertisement performance is ongoing
Develop non-traditional marketing	01/16/2017	  	25 %	Pilot group participants have been identified and development of these marketing tools is ongoing