




# 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: E

Consistently engage students, faculty and staff in marketing and branding strategies throughout the University.

### Recent Key Accomplishments

Surveyed area community members, including some alumni and faculty, in August 2016.

WVSU students participated in a University Instagram contest.

Established and implemented an Integrated Marketing Communications (IMC) plan for the 2016-2017 academic year based upon assessment of the prior year's IMC plan and student, faculty, staff, alumni and community members feedback obtained through focus groups and surveys.

Establish uniform University event attendance reporting form.

### Upcoming Events

Launch the University's 2017 commercial which was based upon marketing research and features students and faculty.

Collect event attendance reporting forms from the participating offices.

Hold focus group with University staff.













### Emerging Issues

Marketing research fatigue among stakeholder groups is a concern.

### Solutions

Engage various individuals to reduce individual research fatigue.

### Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: Instagram Student Contest	09/30/2016	  	100 %	Completed and resulted in active student participation and interaction with the University's Instagram account.
Item: Survey Community members	08/15/2016	  	100 %	Completed a University branding survey during at a local community event.
Item: Staff focus group	12/16/2016	  	25 %	Identifying a potential focus group date and participants.
Item: Attendance reporting for calendar year 2016	12/16/2016	  	25 %	The first six months of event attendance records have been reported. Requested the latter half of the calendar year.