




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: c

Reposition the University in the State of WV with a specific focus on the Kanawha Valley. Increase students' and community members' view of the University as a student-centered, research-based, land-grant institution by 20 percent.

Recent Key Accomplishments

Media content analysis reports show that the majority of coverage has been positive.

Advertising initiatives include regionally targeted click-thru online banner ads and a billboard in downtown Charleston.

A 23 percent growth rate on Facebook "likes" from Jan 2016 to present.

New publications this year include an updated research brochure, President's Report and continued growth of the Extension Matters blog.

Upcoming Events

A new STATE magazine edition is in production for issuance in early 2017.

Marketing initiatives for the new joint MSW degree with WVU are in the planning stages.

A special screening of the film "Hidden Figures" for WVSU students is planned for late December.

A brochure for an African-American Heritage Trail is being created that will feature WVSU branding.

Emerging Issues

Reductions in state and federal allocated funds as well as staffing within University Relations could limit output and impact engagement.

Solutions

Combine efforts among existing staff members; continue to recruit students for design internships.

Upcoming Deliverable/Milestones

| Item | Due Date | Status | Progress | Comments |
|----------------------|------------|--|----------|--|
| Item: State Magazine | 02/01/2017 | <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> | 50 % | Content being written and compiled; design ongoing |
| Item: Social Media | 05/30/2017 | <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> | 100 % | Continuous monitoring to ensure growth |
| Item: | | <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> | % | |
| Item: | | <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> | % | |