




Vision 20/20 UPDATE

Academic Programs, Research Growth, Faculty Excellence and Rewards and Public Service

Overall Status







Goal:

Implement five degree programs that may be completed entirely online. Online options should address student interest along with current and anticipated business/industry demand.

Strategy:

Develop a comprehensive marketing plan to promote WVSU online course and degree offerings.

Recent Key Accomplishments

Academic Affairs, working with a third-party vendor, successfully launched four fully online degree programs in fall 2016.

University Relations and Operations, working with a third-party vendor, successfully launched a marketing plan promoting fully online programs resulting in 563 year-to-date leads.

A promotional website for the University's fully online degree programs launched.

Upcoming Events

University Relations and Operations is working with faculty and a third-party vendor to connect regional media to WVSU faculty experts.

The University's main website and fully online degree promotional website continue site engine optimization.

Faculty and University Relations and Operations are working to develop content marketing as part of the marketing plan for online degree programs.

Emerging Issues

As the University's online footprint grows, connection to the bricks-and-mortar campus must remain strong in order to not eclipse the University's campus living and learning experience.

Solutions

Continue to connect the University and the fully online degree program websites for cross-promotion. Allocate funding from the online course fee to marketing for general University promotional use.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: Launch online programs website	<input type="text" value="07/21/2016"/>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	<input type="text" value="100"/> %	online.wvstateu.edu is up and running
Item: Content marketing launch	<input type="text" value="12/22/2016"/>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<input type="text" value="75"/> %	As of Dec. 8, 2016, content marketing for three programs is being developed for launch by Dec. 22, 2016
Item: Faculty Expert public relations launch	<input type="text" value="01/31/2017"/>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<input type="text" value="25"/> %	Introductory meeting scheduled for Dec. 12, 2016 and two faculty CVs have been obtained.
Item:	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text"/>	