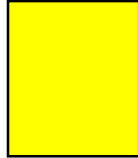


Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and The Student Experience

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

Established and implemented an Integrated Marketing Communications Plan.

Increased Social Media following as well as requests for posting events.

Conducted branding survey among community members.

Issued 122 Press Releases with an avg. monthly placement of 73 stories in major/metro news organizations (Jan.-Oct 2014)

Upcoming Activities

Conduct Student Survey (spring 2015 semester)

Engage various social media managers for best practices and cross promotion opportunities.

Website redesign anticipated for summer 2015.

Emerging Issues

Stakeholder research fatigue may become a challenge.

Internal community support for non-traditional marketing and promotion needs to be elevated to the next level.

Solutions

Diversify marketing research methods among the various stakeholder groups.

Develop pilot group of internal community members to engage in new, non-traditional marketing promotions.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Survey Community At-Large Members	Fall 2014		100%	As a result of this survey completion we now have a baseline for community views of the University going forward.
Item. Social Media Best Practices	12/15/14		50%	Social Media managers invited to attend an upcoming best practices meeting for Dec. 15, 2014.
Item. Website Redesign	Summer 2015		10%	Completed first meeting of web redesign process.

Submitted by: Kimberly Osborne/Date: 12/1/14