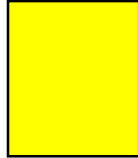


Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and The Student Experience

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

Recent Key Accomplishments

Established and implemented an Integrated Marketing Communications Plan.

Each semester University Relations performs formal marketing and/or branding research with at least one key stakeholder group: students, faculty, staff or at-large community members. University relations conducted an at-large community member survey in fall 2014.

Upcoming Activities

University Relations plans to conduct a current student survey (spring 2015 semester) via Survey Monkey. This group was previously contacted for a focus group which was held in Oct. 2013.

Emerging Issues

Stakeholder research fatigue may become a challenge.

Stakeholder participation varies therefore results of improvement or decline in attitudes and perceptions make be difficult to measure.

Solutions

Diversify marketing research methods among the various stakeholder groups.

Compare results with other forms of marketing research to determine credibility of findings (i.e. earned media placement, university event participation)

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 University Relations now has a baseline for community views of the University going forward. |
| Item. Survey Current Students | Spring 2015 | | 0% | University Relations needs to develop this survey and will do so in early spring 2015. |