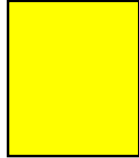


Vision 2020 Update – Academic Programs, Research Growth, Faculty Excellence and Rewards and Public Service

Overall Status



Goal III: 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 D: Develop a comprehensive marketing plan to promote WVSU online course and degree offerings.

Recent Key Accomplishments

The Provost and Vice President for University Relations and Operations are currently exploring avenues to market the new fully online degree programs and are meeting with outside vendors.

Upcoming Activities

Meet with external marketing companies to discuss a possible contract for marketing the soon-to-be fully online degree programs.

Advertise soon-to-be fully online degree programs on social media.

Emerging Issues

Effectively and efficiently marketing the soon-to-be fully online degree programs requires final Higher Learning Commission (HLC) approval and a separate funding source from existing marketing funds.

Solutions

The University awaits HLC approval with an anticipation of final approval in early spring 2015.

Allocate funding from the WVSU online course fee to market online programs.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Meetings with external marketing companies	03/01/15		10%	Researching potential external marketing companies to begin exploratory discussions
Item. Advertise programs on social media.	03/15/15		50%	Researching social media advertising opportunities as well as coordinating the all of the University's social media efforts.