

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

Completed first full academic year with an Integrated Marketing Communications Plan (IMC).

Increased social media following.

Conducted advertising campaign, including online and social media components, for summer classes and programs resulting in an increase in summer class enrollment.

Issued a request for proposal for a website redesign and entered into a contract.

Upcoming Activities

Continue to engage various social media managers for best practices and cross-promotion opportunities.

Conduct online advertising for the University branding campaign.

Launch student blog to be featured on the University's website.

Emerging Issues

Non-traditional marketing and promotion needs to be elevated.

Solutions

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. Complete assessment of 2014-2015 IMC plan	Summer 2015		100%	UR&O Directors completed the assessment in July 2015.
Item. Social Media Best Practices	Fall 2015		0%	The second best practices meeting/guide for the University's Social Media managers was not held. Will schedule for spring.
Item. Redesign and launch responsive website design	2015-2016 AY		50%	A website redesign is underway.

Submitted by: Kimberly Osborne/Date: 11/17/2015