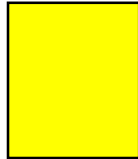


# Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and The Student Experience

## 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 B:** Utilize research-based decision making to inform media of, and craft messaging to promote, WVSU's brand, reputation, community engagement and outreach to stakeholders. Increase earned media placement by 15 percent.

## Recent Key Accomplishments

Daily media monitoring of print and broadcast news websites.  
 Continual updates of media contact list and additional news outlets added to news release distribution. Added HBCU news contacts to distribution list. Developed regional media lists for Detroit and Florida markets.

## Upcoming Activities

Daily monitoring is ongoing.  
 Regular outreach to reporters is ongoing.  
 Social media activity increasing, including additional YouTube videos of University events.

## Emerging Issues

Based upon the past year of monitoring, University Relations has observed that earned media coverage spikes around large, one-time events – back to school, building openings, etc.

## Solutions

University Relations continues to develop timely, relevant news releases in between large, one-time events. UR continues to develop faculty/staff as experts for media stories and serve as a location for man-on-the-street interviews for certain national, topics of public interest.

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Year-to-year analysis	Week of 11/1/15		100%	November 2015 media analysis found 86 news stories including 65 in major/metro outlets, while November 2014 found 82 news stories.

Submitted by: Jack Bailey Date: 12/1/15