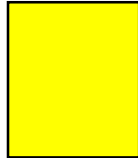


Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and The Student Experience

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 C. Reposition the University in the State of WV with a specific focus on the Kanawha Valley. Increase students' and community members' view of the University as a student-centered, research-based, land-grant institution by 20 percent.

Recent Key Accomplishments

Media content analysis reports show that the majority of coverage has been positive.

Advertising initiatives include regionally targeted click-thru online banner ads and a newly-relocated billboard in downtown Charleston. An 8 percent growth rate on Facebook "likes" the final quarter of the calendar year.

New publications (research brochures, President's Report, Extension Matters blog.)

Multiple public events held throughout the summer and fall, including the recent 1890s on the Hill 125th celebration in Washington, D.C, State Fair of West Virginia and State Stride.

Upcoming Activities

A new STATE magazine edition is in production.

New artwork for the billboard will be put up in early spring 2016.

Emerging Issues

New online degree programs are launching soon and a specific marketing campaign will be developed to ensure success.

Solutions

Explore the viability of external resources to market and promote online degrees at WVSU.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Research Brochure	July 2015		100%	Issue is complete and distributed.
Item. STATE Magazine	Spring 2016		75%	Articles are being written. Early design phase began in Dec. 2015.
Item. Social Media Growth	Ongoing		-----	Analytics being monitored continually. New Twitter analytics will better gauge impact.

Submitted by: Matthew Browning Date: 12/1/15