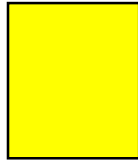


Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and The Student Experience

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 D: Employ a multimedia mix including traditional and new media, such as social media, to promote University excellence, traditions and pride while encouraging students, faculty, staff, alumni and other key stakeholders' participation in University educational, cultural and athletic events. Elevate key stakeholder participation in University events by 10 percent in order to strengthen brand loyalty.

Recent Key Accomplishments

University Relations team has started posting regularly to official Instagram account. (March 2015) Instagram account has grown from 42 followers to 247 followers.

Current numbers: Facebook has 6,129 likes. Twitter has 2,430 followers. (Dec. 9, 2015)

Last year's numbers: Facebook: 4,877; Twitter: 1,908 (Nov. 19, 2014)

Upcoming Activities

Social media managers meeting will be tentatively scheduled for January 2016.

A meeting needs to be scheduled with campus event coordinators in January to determine event coverage for the spring 2016 semester in advance.

Emerging Issues

There is currently no direct measurement tool available to determine a direct connection between views on social media posts promoting events and the actual attendance at events.

Solutions

Posts that have a visual element (still photo, graphic, etc.) tend to have greater interaction and higher reach numbers; therefore, incorporating visual elements into event posts is expected to boost the audience numbers.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Social media managers meeting	Jan. 2016		10%	Will strengthen and unify WVSU's social media presence and following.
Item. Meet with event coordinators to determine coverage for the semester	Jan. 2016		100%	Meeting held on Jan. 14, 2016 and upcoming event schedules will be shared for promotion planning.
Item. Start comparing the number of people at an event to the number of people who saw posts on social media	Jan. 2016		60%	Athletics, Student Affairs, Cultural Activities and University Relations Staff to add "social media" and "advertising" to attendance reports.