

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 E: Consistently engage students, faculty and staff in marketing and branding strategies throughout the University.

Recent Key Accomplishments

Established and implemented the second Integrated Marketing Communications Plan (IMC) for Academic Year 2014-2015 (the first full academic year with an IMC plan).

Surveyed current students in spring 2015.

Held focus group with students in fall 2015.

Survey faculty and staff in December 2015.

Upcoming Activities

Reconnect with University leaders who maintain participation/ attendance reports for their various areas to establish a reporting process.

Establish student blog (one for each college).

Hold second social media best practices meeting with social media managers.

Emerging Issues

Stakeholder participation varies; therefore, results of improvement or decline in attitudes and perceptions may be difficult to measure.

Solutions

Compare results with other forms of marketing research to determine credibility of findings (i.e. earned media placement, university event participation, social media followers, etc.)

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Conduct student focus group	Fall 2015		100%	Completed in Nov. 2015.
Item. Attendance Reporting	Spring 2015		100%	Athletics, Student Affairs and Cultural Activities Staff to add "social media" and "advertising" to attendance reports as of Jan. 15, 2016.
Item. Conduct research with faculty and staff	Fall 2015		100%	Market research completed in Dec. 2015.

Submitted by: Kimberly Osborne Date: 01/15/2016