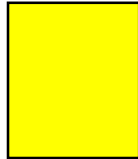


# Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and The Student Experience

## 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

University Relations began formal, daily monitoring of local and state media outlets in October 2013.

Daily media content analysis of coverage of local and state media is provided.

## Upcoming Activities

Daily earned media placement monitoring of is ongoing.

Month-to-month comparisons as well as year-to-year comparisons of earned media placement are underway and will build up as time proceeds.

## Emerging Issues

Based upon the past year of monitoring, University Relations has observed that earned media coverage spikes around large, one-time events – Convocation Center, Scholars Hall opening.

Media analysis can be negatively impacted by outlets lack of internet posting and therefore more coverage tends to exist than counted.

## 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.

University Relations staff remains cognizant of the broadcasting analysis challenges and tries to watch live and note coverage.

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Year-to-year analysis by month	Week of 11/1/14		100%	October 2013 media analysis found 42 stories related to the University, while October 2014 found 89, a more than 100 percent increase.
Item. Year-to-year analysis	Week of 12/1/14		100%	November 2013 media analysis found 67 stories related to the University, while November 2014 found 82, a 22 percent increase.

Submitted by: Jack Bailey 12/1/14