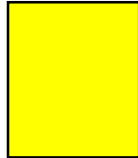


# Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and The Student Experience

## 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 track WVSU media placement daily; reports show 89 percent positive coverage so far in 2014.

Advertising initiatives including regionally targeted click-thru online banner ads, a billboard near downtown Charleston, and print ads in *WV Executive* magazine.

Increased focus on social media, resulting in a 36 percent growth rate on Facebook "likes" from Nov. 2013 to Nov. 2014.

## Upcoming Activities

WVSU will have a presence at multiple days during the 2015 Legislative session, including Agriculture Day, Higher Education Day and WVSU Day.

New editions of STATE Magazine and Extension Matters magazine.

Attempts are being made to expand the clientele of WVSU Printing Services, which will aid in the community's awareness of the University's offerings.

## Emerging Issues

University affiliated but individual/group managed social media accounts could negatively impact branding efforts.

## Solutions

A social media guidelines and best practices document has been created. A meeting with WVSU-affiliated account managers will be held Dec. 15, 2014 to share and discuss proper branding, best practices, and University guidelines and procedures.

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Extension Matters Magazine	Dec. 2014		80%	Issue is complete and ready for mailing. Awaiting contact information for new Legislative members. Issues are being distributed to campus and Extension partners.
Item. STATE Magazine	Jan. 2015		25%	Articles are being written. Will enter design phase in Dec.
Item. Social Media Growth	Ongoing		-----	Analytics being monitored continually. New Twitter analytics will better gauge impact.