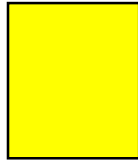


Vision 2020 Update-Recruitment, Retention, Degree Completion, Marketing/Branding and The Student Experience

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

Twitter now allows users to view analytics. (July 2014)
 University Relations is working to unify all WVSU-affiliated social media accounts. (December 2014)
 Current #'s: Facebook has 4,877 likes. Twitter has 1,908 followers. (November 19, 2014)
 Univ. educational, cultural and athletic event coordinators have begun to share their event attendance logs with University Relations.

Upcoming Activities

Social media audit was conducted in December 2014 and a social media managers meeting was held December 15, 2014.
 A meeting needs to be scheduled with campus event coordinators in January to determine event coverage for the Spring 2015 semester in advance & coordinate attendance reporting.

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. Past event promotion on social media has also been sporadic.

Solutions

Surveying attendees at certain, pre-determined events would provide a more accurate assessment tool and provide some statistical information that could be measured to determine social media's impact on event attendance.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Social media audit	Week of 12/15/14		40%	Of the social media managers contacted, 40 percent completed the audit. The audit and communication of the University's guidelines and procedures will strengthen WVSU's social media presence and following.
Item. Meet with event coordinators to determine coverage for the semester	Jan. 2015		0%	Should pre-determine events to cover to allow time to make graphics to accompany posts.
Item. Improve coverage of University events across social media platforms			50%	Main social media accounts need to be more consistent with special event coverage.