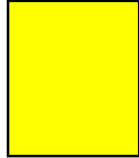


Vision 2020 Update – Academic Programs, Research Growth, Faculty Excellence and Rewards and Public Service

Overall Status



Goal III: Implement five degree programs that may be completed entirely online. Online options should address student interest along with current and anticipated business/industry demand.

Strategy D: Develop a comprehensive marketing plan to promote WVSU online course and degree offerings.

Recent Key Accomplishments

Working together, the Provost and the Vice President for University Relations & Operations have identified a third party vendor to market the online programs.

Upcoming Activities

Negotiate and sign a contract with a third party vendor to market online programs.

Develop and execute a marketing plan for the fully-online degree programs with the vendor.

Emerging Issues

Marketing new and existing programs with a limited budget.

Solutions

Allocate funding from online course fee to market online programs.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Sign a contract with a third party company for marketing of online programs.	03/01/16		80%	Negotiations are ongoing.
Item. Market new online programs in collaboration with a third party vendor.	08/15/16		0%	Pending the outcome of contract negotiations, the University will begin developing a plan with contracted vendor.