

## Vision 2020 Update

### Recruitment, Retention, Degree Completion, Marketing/Branding and the Student Experience

#### Overall Status



**Goal V:** Improve implementation of student surveys to enhance timely data collection, distribution of survey results and utilization of results.

**Strategy B:** Utilize survey results to support data-informed decision making and continuous quality improvement and help individuals and teams assess the efficiency and effectiveness of current processes. Encourage use of survey results in academic planning, classroom instruction, student life experiences and marketing.

#### Recent Key Accomplishments

In spring 2014, University Relations surveyed WVSU students concerning their experiences at State, marketing the University and more. University Relations shared the survey results with Enrollment Management and Student Affairs, as well as Academic Affairs.

#### Upcoming Activities

University Relations used the student survey results when crafting the Academic Year 2015-2016 integrated marketing communications plan.

#### Emerging Issues

The marketing focused survey did not provide a wide array of information for the other offices/divisions of which the survey was shared.

#### Solutions

Developing a more robust student survey process with inclusion of Academic Affairs and Enrollment Management Student Affairs Divisions could assist in developing a more universal student survey.

#### Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. WVSU Enrolled Student Market Research Survey	04/06/2015-04/13/2015		100%	One hundred and forty students completed the online survey
Item. Survey results shared with VPs of EMSA & Academic Affairs	04/2015 & 07/2015		100%	
Item. Confer with VPs of EMAS and AA to develop a universal student survey	Spring 2016		0%	

Submitted by: Kimberly Osborne 01/11/2016