## Vision 20/20 UPDATE

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

### Overall Status
- **Goal:** 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:** A
  - Create fresh, consistent and timely messaging with an emphasis on value, what’s new and the energy and excitement existing at WVSU.

### Recent Key Accomplishments
- Completed second full academic year with an Integrated Marketing Communications Plan (IMC).
- Increased social media following and expanded to Instagram.
- Completed a website redesign and launched a responsive University website enabling better mobile user interaction.
- Conducted online advertising for the University branding campaign as well as for new online degree programs now offered by the University.

### Emerging Issues
Planned non-traditional marketing and promotion activities will require University stakeholder groups to remain nimble and adaptive to new ideas.

### Upcoming Events
- Expand branding and student recruitment reach through electronic means.
- Promote faculty experts.
- Produce annual hallmark publication.

### Solutions
Establish pilot projects to address any unforeseen challenges and showcase new, non-traditional marketing promotions to the greater University community.

### Upcoming Deliverable/Milestones

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item: Complete assessment of 2015-2016 IMC Plan</td>
<td>07/12/2016</td>
<td>v</td>
<td>100 %</td>
<td>Completed</td>
</tr>
<tr>
<td>Item: Develop 2016-2017 IMC Plan</td>
<td>07/30/2016</td>
<td>v</td>
<td>100 %</td>
<td>Completed and implemented</td>
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<tr>
<td>Item: Launch online advertising and organic marketing efforts</td>
<td>05/01/2016</td>
<td>v</td>
<td>100 %</td>
<td>Continued analysis of online advertisement performance is ongoing</td>
</tr>
<tr>
<td>Item: Develop non-traditional marketing</td>
<td>01/16/2017</td>
<td>v</td>
<td>25 %</td>
<td>Pilot group participants have been identified and development of these marketing tools is ongoing</td>
</tr>
</tbody>
</table>