




Vision 20/20 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: B

Utilize research-based decision making to inform media of, and craft messaging to promote, WVSU's brand, reputation, community engagement and outreach to stakeholders. Increase earned media placement by 15 percent.

Recent Key Accomplishments

Began working with third-party media monitoring service in July that can provide detailed reports of University media coverage for a specified time period (i.e. daily, weekly, monthly or yearly).
Continual updates of local and statewide media contact list to keep pace with changing media personnel.

Upcoming Events

Daily monitoring is ongoing.
Regular outreach to reporters is ongoing.
Inauguration of new president in March 2017 should lead to spike in media coverage around the event.
Increased social media activity reinforces brand and media coverage -- especially impressive is growth of Instagram, and Facebook achieving more than 7,600 followers.













Emerging Issues

While media coverage initiated by the University through news releases or through University events is consistent and growing, media often come to University Relations looking for faculty experts on topics to speak to timely news events of the day such as the presidential election, or events related to business trends. Such requests are time sensitive and we have often not been able to furnish such experts on the deadlines required by daily media.

Solutions

Work with Academic Affairs to identify a pool of potential faculty experts that could speak to a variety of topics.
Provide media training to these experts during the first quarter of calendar year 2017.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: Work with media monitoring firm		  	<input type="checkbox"/> %	Monitoring service began July 1. Daily reports generated.
Item: Faculty staff media training		  	<input type="checkbox"/> %	Sessions to be schedule in spring 2017 semester.
Item:		  	<input type="checkbox"/> %	
Item:		  	<input type="checkbox"/> %	