## 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.

### Recent Key Accomplishments
- Media content analysis reports show that the majority of coverage has been positive.
- Advertising initiatives include regionally targeted click-thru online banner ads and a billboard in downtown Charleston.
- A 23 percent growth rate on Facebook "likes" from Jan 2016 to present.
- New publications this year include an updated research brochure, President's Report and continued growth of the Extension Matters blog.

### Upcoming Events
- Marketing initiatives for the new joint MSW degree with WVU are in the planning stages.
- A special screening of the film "Hidden Figures" for WVSU students is planned for late December.
- A brochure for an African-American Heritage Trail is being created that will feature WVSU branding.

### Emerging Issues
- Reductions in state and federal allocated funds as well as staffing within University Relations could limit output and impact engagement.

### Solutions
- Combine efforts among existing staff members; continue to recruit students for design internships.

### 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>State Magazine</td>
<td>02/01/17</td>
<td>☐ ☐ ☐</td>
<td>50%</td>
<td>Content being written and compiled; design ongoing</td>
</tr>
<tr>
<td>Social Media</td>
<td>06/30/17</td>
<td>☐ ☐ ☐</td>
<td>100%</td>
<td>Continuous monitoring to ensure growth</td>
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