Vision 20/20
UPDATE
Recruitment, Retention, Degree Completion, Marketing/Branding and the Student Experience

Overall Status
- Red
- Yellow
- Green

Goal: Develop, execute and assess strategic marketing and communications programs that strengthen, promote

Strategy: Employ a multimedia mix including traditional and new media, such as social media, to promote University excellence, traditions and pride while encouraging students, faculty, staff, alumni and other key stakeholders to participate in University educational, cultural and athletic events. Elevate

Recent Key Accomplishments
Instagram has been successfully integrated into WVSU’s social media presence. Consistent and original posting has increased the number of followers from 247 (1/15/16) to 946 (12/5/16). This is a 283 percent increase in 11 months.

The number of followers on Facebook and Twitter have continued to grow from 6,129 and 2,430 (12/9/15) to 7,652 and 3,114 (12/5/16). This is a 25 percent increase for

Emerging Issues
An audit was conducted in July 2016 of inactive social media accounts affiliated with the University. The University Relations team is trying to delete these pages but many are not able to be closed because the original administrator is no longer with the University.

Upcoming Events
Yearly social media managers meeting will need to be scheduled for 2017.

Social media managers will be informed of a new University procedure requiring University Relations staff to serve as an additional administrator to assist in the management of University affiliated social media accounts. Social media managers will continue to be the lead manager of their

Solutions
Implement a University procedure requiring all WVSU-related social media pages to provide University Relations staff administrative access to assist in the management the page(s).

Maintain a list of current social media managers and be notified anytime a department/division changes the social

Upcoming Deliverable/Milestones

<table>
<thead>
<tr>
<th>Item: New Social Media</th>
<th>Due Date: 12/02/2016</th>
<th>Status:</th>
<th>Progress: 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item: Social Media Managers</td>
<td>Due Date: 01/31/2017</td>
<td>Status:</td>
<td>0%</td>
</tr>
<tr>
<td>Item: Follow-up audit</td>
<td>Due Date: 01/31/2017</td>
<td>Status:</td>
<td>0%</td>
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<tr>
<td>Item: Event Attendance</td>
<td>Due Date: 12/03/2016</td>
<td>Status:</td>
<td>100%</td>
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</tbody>
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Comments
- Develop and communicate procedure to University social media managers
- Schedule yearly meeting with social media managers at the start of the spring
- Evaluate the success of deleting inactive social media pages 6 months after initial audit
- All three areas tracking attendance delivered reports, but completion of the data varies