



University Relations and Communications

**Increase in positive media interactions
Increase in social media presence**

Strategic Plan Priority 4

The VSU Brand

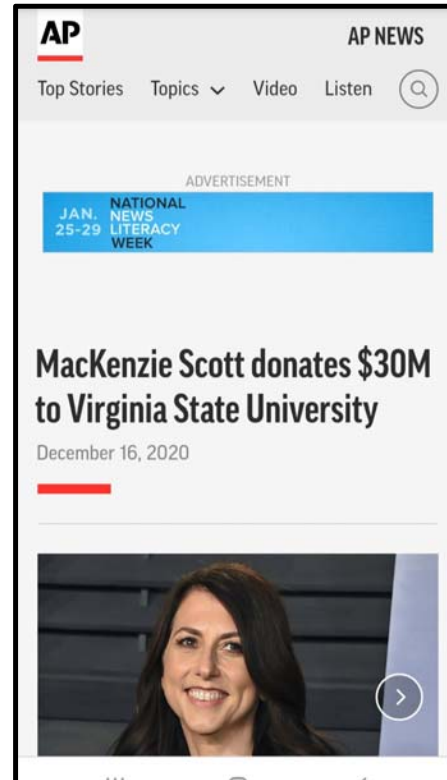
*We will define the VSU Brand and tell our
Story: effectively demonstrating and
communicating the value of Virginia State
University*



University Relations and Communications

Increase in positive media interactions:

**VIRGINIA STATE UNIVERSITY
RECEIVES \$30 MILLION GIFT
AS PART OF A PHILANTHROPIC
MOVEMENT TO SUPPORT
RACIAL EQUITY.**



Strategic Plan Priority
4
The VSU Brand
*We will define the VSU Brand and
tell our Story: effectively
demonstrating and communicating
the value of Virginia State
University*













University Relations and Communications

Increase in positive media interactions:

**PRESIDENT-ELECT JOE BIDEN
NOMINATES FORMER VIRGINIA
STATE UNIVERSITY DEAN OF
AGRICULTURE TO CABINET
POSITION.**

*Dr. Jewel (Hairston) Bronaugh
nominated as Deputy Secretary of
the US Department of Agriculture.*

 Biden nominates former VSU Dean of Agriculture to Cabinet position 1 week ago	
 Former VSU Dean of Agriculture nominated to Cabinet position 1 week ago	
 Biden picks former VSU Dean of Agriculture for key Cabinet role 1 week ago	
 US NFU congratulates Dr Jewel Bronaugh on her nomination as ... 5 days ago	
 Jewel Bronaugh Has History in Extension Services, FSA	

Strategic Plan Priority
4
The VSU Brand
We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



University Relations and Communications

Increase in positive media interactions:

"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward."
Dr. Martin Luther King, Jr.

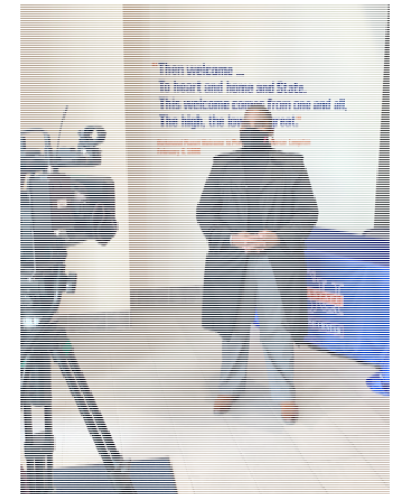
FLY-RUN-WALK-CRAWL:

MOVING FORWARD TOWARD SOCIAL JUSTICE

VSU AND CHESTERFIELD COUNTY
CELEBRATE THE LIFE AND LEGACY OF
DR. MARTIN LUTHER KING, JR.

VSU Join us for panel discussion
livestreamed via VSU.EDU and
VSU Facebook Live.

MONDAY, JANUARY 18, 2021 - 12NOON





University Relations and Communications

Increase in positive media interactions:


"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward."
Dr. Martin Luther King, Jr.


FLY-RUN-WALK-CRAWL:
MOVING FORWARD TOWARD SOCIAL JUSTICE

VSU AND CHESTERFIELD COUNTY CELEBRATE THE LIFE AND LEGACY OF DR. MARTIN LUTHER KING, JR.


Join us for panel discussion livestreamed via VSU.EDU and VSU Facebook Live.


MONDAY, JANUARY 18, 2021 • 12NOON




- 


VSU to host virtual events, volunteer opportunities honoring MLK Jr.




1 week ago
- 


Keep moving forward: VSU panel reflects on Dr. King's words




3 days ago
- 


Virginia State University honors Martin Luther King Jr. with socially distanced...




6 days ago
- 

Virtual events to commemorate the legacy of Dr. Martin Luther King Jr.



1 week ago
- 

How local universities are recognizing Martin Luther...



Strategic Plan Priority
4
The VSU Brand
We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



University Relations and Communications

Increase in positive media interactions:

VSU INVESTS \$2.8 MILLION TO MAKE COVID-19 HEALTH AND SAFETY CHANGES AND UPGRADES.

VSU students return to campus for on-campus living and learning.



VSU invests over \$2 million on health, safety upgrades on campus



Remote and face-to-face classes are set to begin on Feb. 1, and students will begin to arrive on campus on Jan. 15 in a staggered check-in process that will include rapid testing for COVID-19.

(Source: VSU) (WHSV)
By Adrianna Hargrove, NBC12
Published: Jan. 15, 2021 at 3:31 PM EST



PETERSBURG, Va. (WWBT) -

Strategic Plan Priority 4
The VSU Brand
We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



University Relations and Communications

Media
Monitoring
Company

Meltwater

Searches

1) VSU - US	10
2) VSU - Intl	2
3) VSU Alumni - Global	32
4) VSU - Obits & More	4

1) VSU - US
10 results

The Livingston County News USA · Jan 24 · 12:14 am

Biden's Agriculture deputy choice may reflect minority critics

the USDA's Farm Service Agency, dean of agriculture at Virginia State University, an associate administrator for extension programs and an

Keywords: Virginia State University
Reach 25k

The Augusta Free Press USA · Jan 23 · 11:47 am

VSU researcher receives meritorious service award for work with industrial hemp

of Missouri, has led hemp research efforts at VSU since 2016. Virginia State University was one of several higher learning institutions

Keywords: VSU, Virginia, Virginia State University
Reach 101k

National Hog Farmer USA · Jan 22 · 7:27 pm

Strategic Plan Priority 4
The VSU Brand
We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



University Relations and Communications

Social Media Engagements

The University's social media platforms

- Facebook
- Twitter
- Instagram

Source of information and knowledge to:

- Attracting and recruiting new students and retention of current students.
- Distributing easily accessible, syndicated and updated content through multiple channels.
- Providing additional means for engagement and feedback with current students, potential students, alumni and stakeholders.

Strategic Plan Priority 4 **The VSU Brand**

We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



University Relations and Communications

Social Media Engagements

Facebook: @VirginiaStateUniversity

As of January 26, 2021

Followers: 19,893

Weekly Average Post: 27

Monthly Impressions: 18k *(The total number of times your post has been seen)*

29% Increase in impressions

Monthly Content Interactions: 5,100 *(comments, shares, likes)*

Monthly Content interactions: 4,399 *(comments, shares, likes)*

New Twitter account established May 2020

As of January 26, 2021

Twitter: @VSU_1882

Followers: 1,241

Weekly Average Post: 58

Monthly Impressions: 25k *(The total number of times your post has been seen)*

6% Increase in impressions

Monthly Content interactions: 3,652 *(comments, shares, likes)*

Instagram: @officialvsutrojans

As of January 26, 2021

Followers: 10,373

Average Weekly Activity: 25

Monthly Impressions: 40k *(The total number of times your post has been seen)*

18% Increase in impressions

Strategic Plan Priority 4

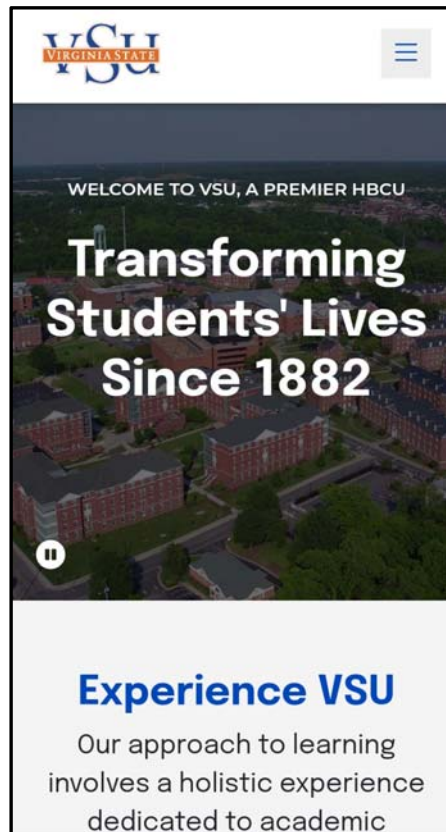
The VSU Brand

We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



University Relations and Communications

**Website
As a Tool
to Tell the
VSU Story**



Strategic Plan Priority 4
The VSU Brand
We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



University Relations and Communications



Strategic Plan Priority 4
The VSU Brand
*We will define the VSU
Brand and tell our Story:
effectively demonstrating and
communicating the value of
Virginia State University*