

## University Relations and Communications

Gwen Williams Dandridge  
Assistant Vice President for 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*

# Board of Visitors Updates

- I. Media Successes/Opportunities
- II. VSU Customer Service
- III. Marketing Initiatives
- IV. Q & A/Comments



## Social Media Successes



- #1 on TWITTER in D2 Top Higher Education Institutions
- #3 on Facebook in D2 Top Higher Education Institutions
- Instagram: All HBCUs
  - highest engagement rate
  - highest Reels reach rate

# Media Successes/Opportunities



- Housing Assistance Payment Initiative (HAPI)
- National authoritative source for in-depth coverage of higher education institutions
- 300,000 reach

# Media Successes/Opportunities

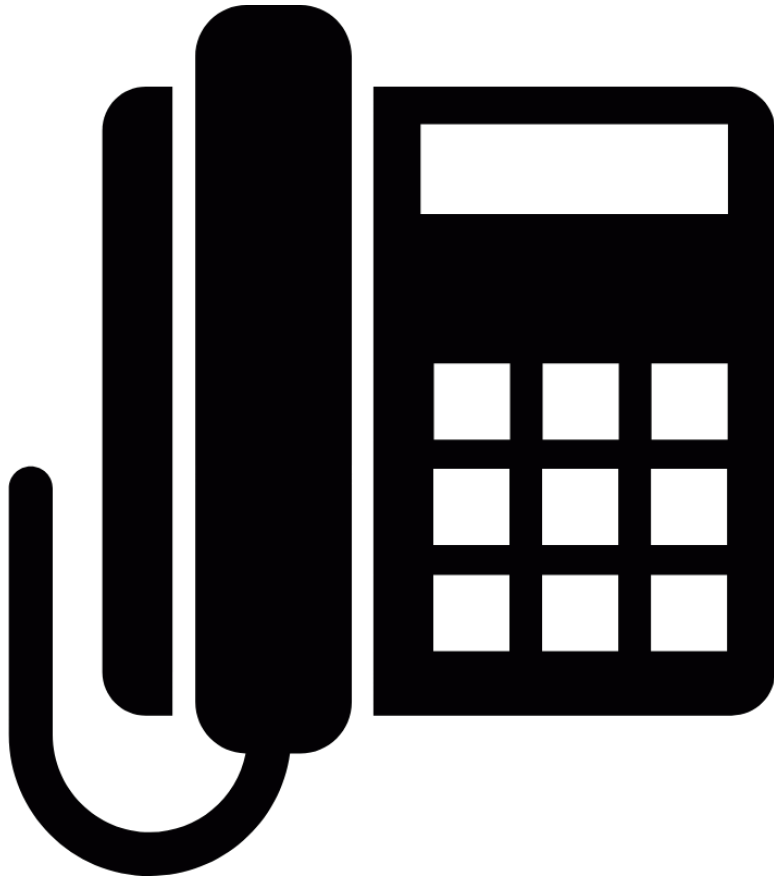


*According to the National Student Clearinghouse Research Center, undergraduate enrollment in colleges and universities declined 4.2% from 2020 to 2022. Meanwhile, undergraduate enrollment at HBCUs grew 2.5% in fall 2022, reversing a 1.7% decline from the previous year. That growth was driven by a 6.6% increase in freshmen enrolling at HBCUs, the NSCRC noted.*

# Media Successes/Opportunities



# VSU Customer Service



Universal Voice Message and Phone Greeting



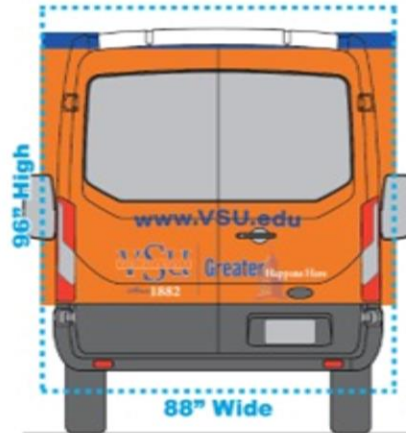
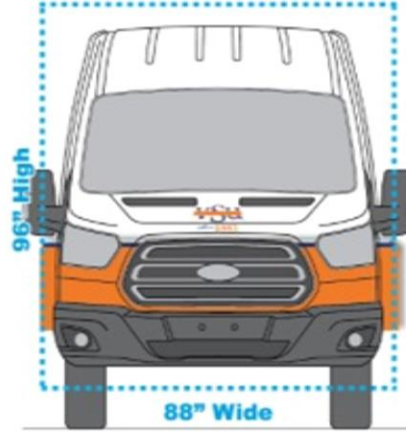
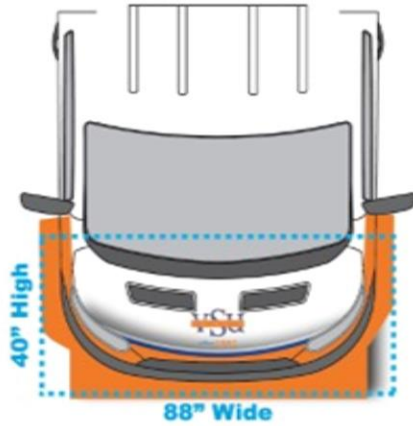
Campus Maps centrally located

# Marketing Initiatives

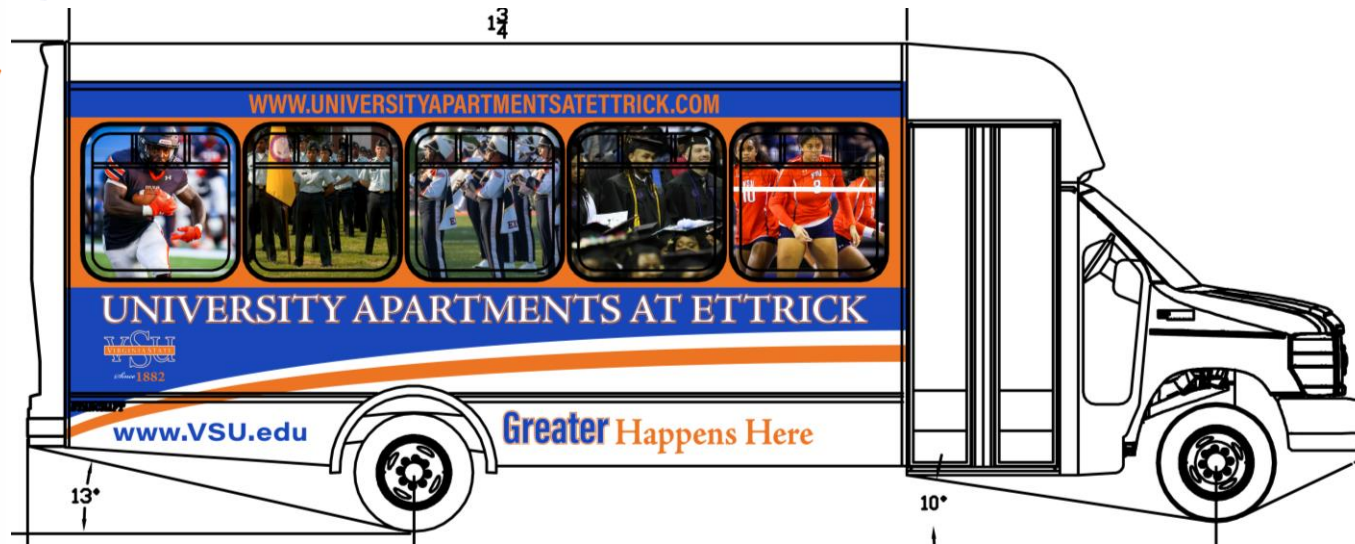




# Marketing Initiatives: Passenger Vans



# Marketing Initiatives: UAE Buses



# Marketing Initiatives



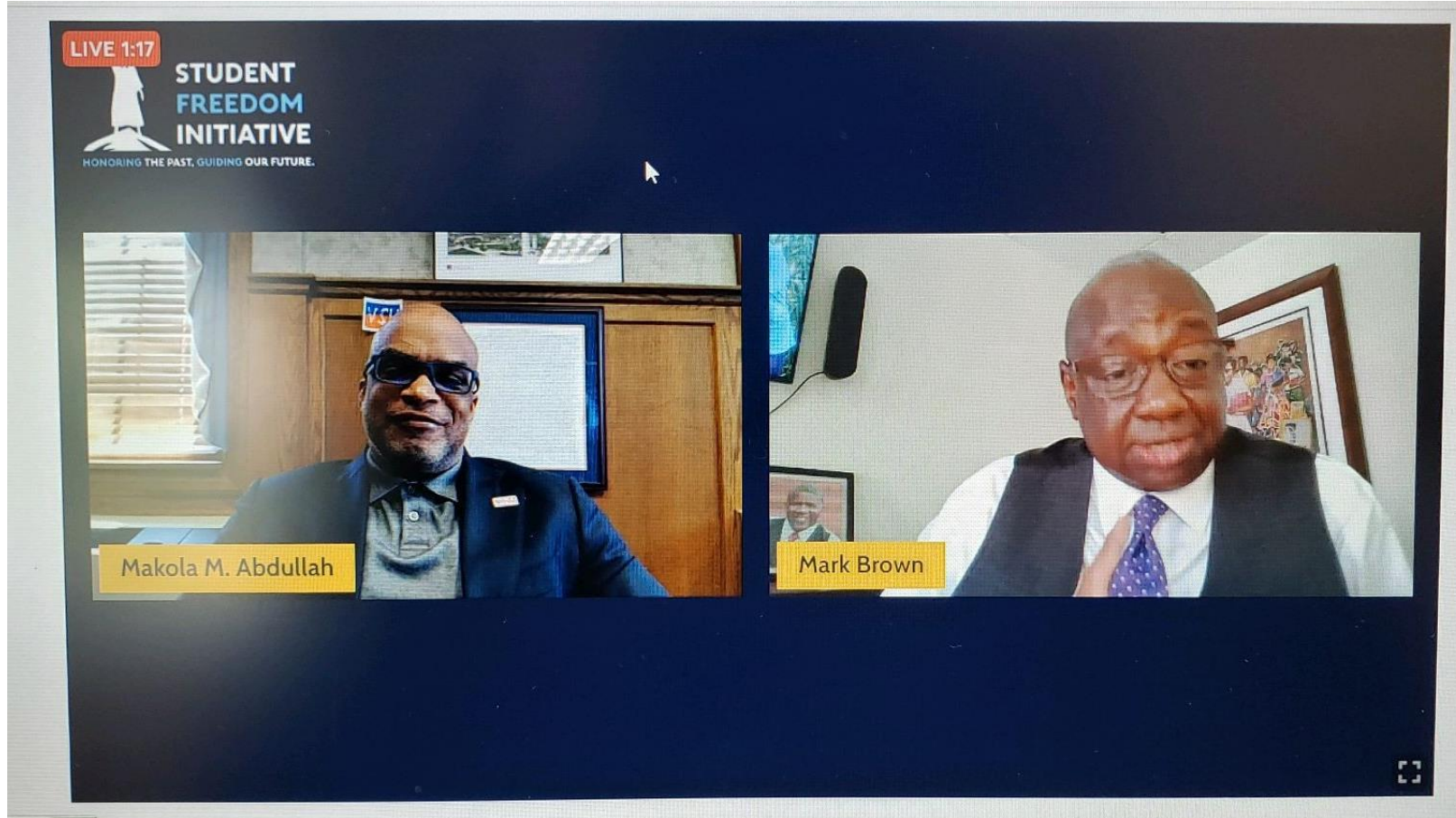
# Marketing Initiatives



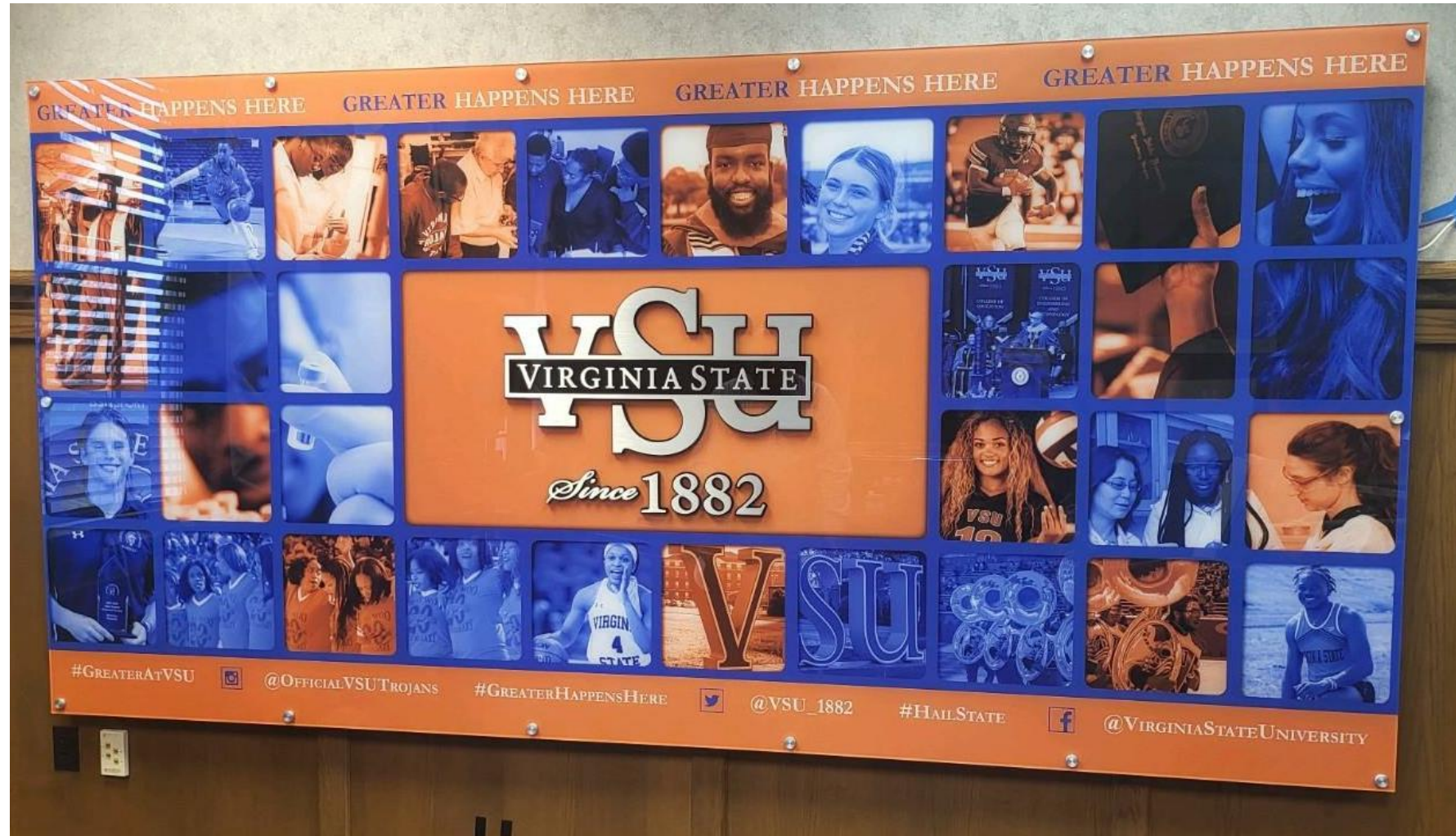
# Marketing Initiatives



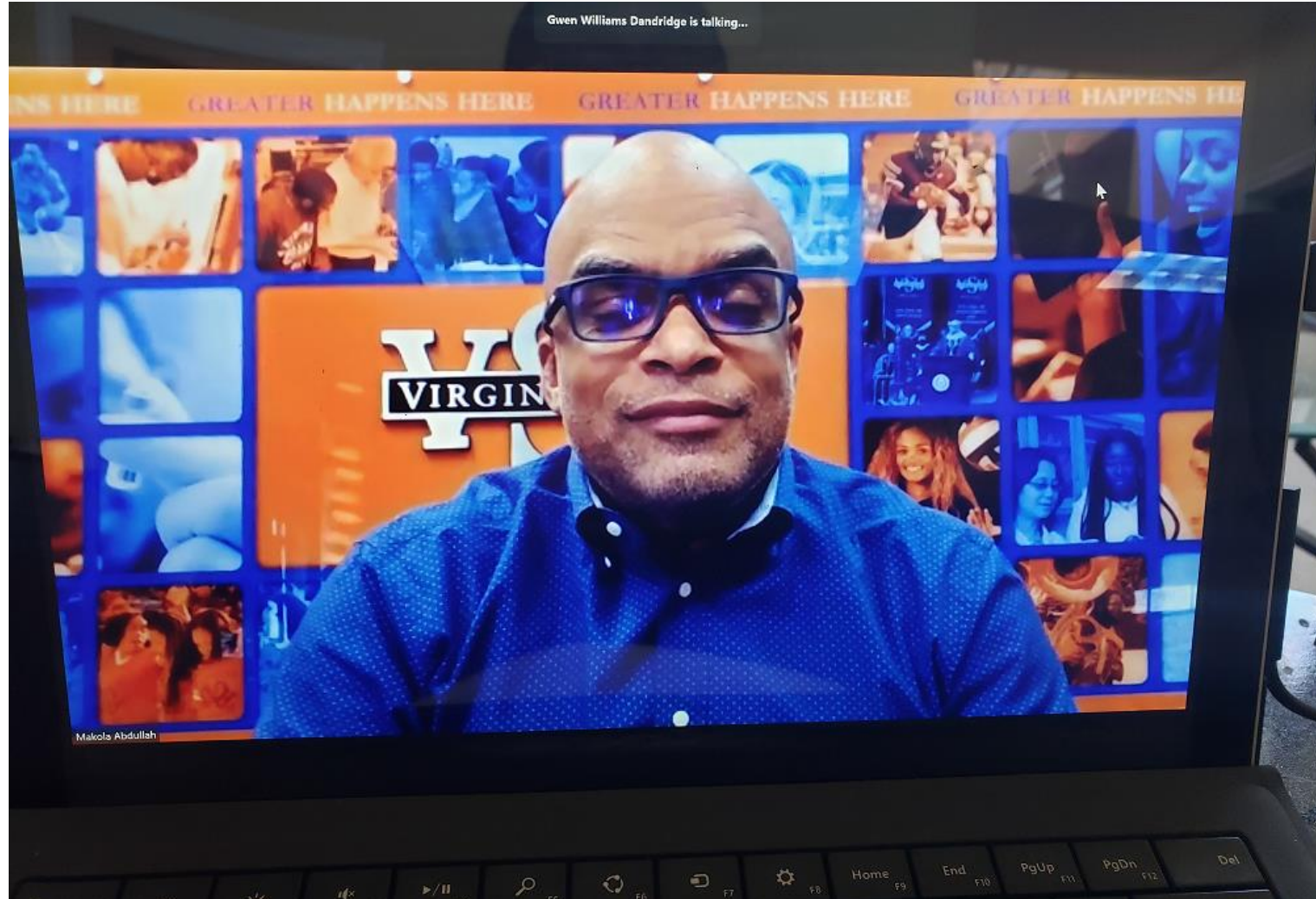
# Marketing Initiatives



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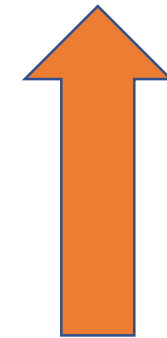
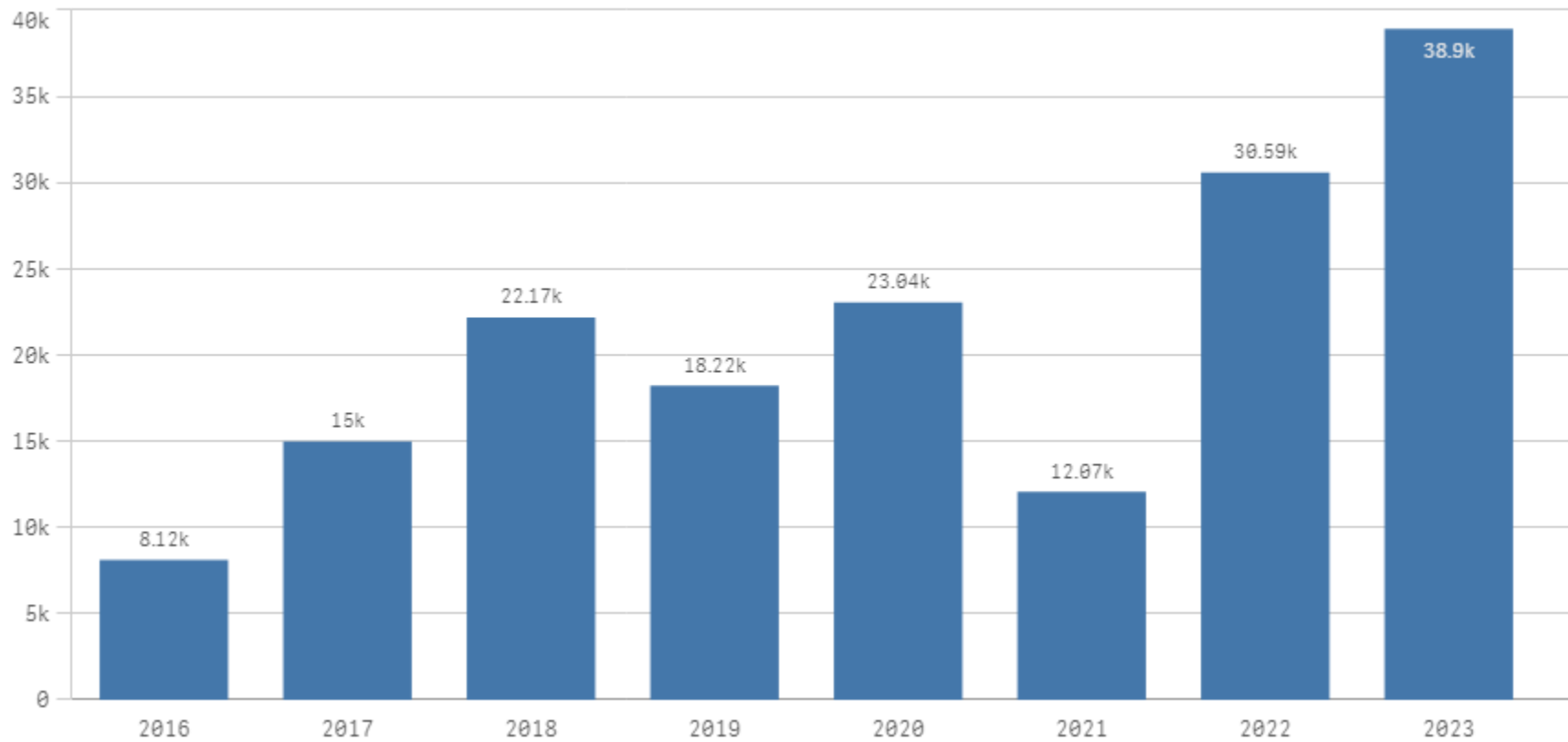
# Marketing Initiatives





# Marketing Successes

ROYALTIES BY FISCAL YEAR



23%

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