



Valdosta State University

STRATEGIC FOCUS 2010 PROPOSAL FORM

Submitted By: _____

Date: _____

Department/College/Division: _____

Strategic Focus Standard (Select 1 or more)

Corresponding Assessment*

- Recruitment/Enrollment of Students** → **# of New Students:** _____
- Retention & Graduation/Enrollment of Students** → **# of Additional Students Retained:** _____
- Scholarship/Research** → **# of Scholarly Activities:** _____
- Financial Solvency Resources** → **\$ Revenue/Savings:** _____
- Develop New Academic Initiatives/Programs** → **# of New Students:** _____

*This is the number or dollar value that is associated with the proposed project. Existing students and efforts should not be included in these figures; only additional students/scholarly activities/dollars (i.e. no double counting).

Brief Proposal Description:

Budget (Specify dollar amounts and elaborate as needed on summary page):

Item	Description
<input type="checkbox"/> Staff # _____ Salary and Fringe \$ _____	
<input type="checkbox"/> Travel \$ _____	
<input type="checkbox"/> Operating \$ _____	
<input type="checkbox"/> Equipment \$ _____	
<input type="checkbox"/> Other \$ _____	
<input type="checkbox"/> Space (office, lab, classroom, etc.) _____	
Total \$ _____	

Duration:

- One –Year
 Multi –Year (# of Years: _____)
 Indefinite

Supplemental Funding Sources (e.g, department operating budget)

Schedule: Expected Time to Completion

Start Date: _____

End Date: _____

Assignment of Responsibility (name and title):

Primary: _____

Secondary: _____

Additional Information:

APPROVALS (Signatures)

Ranking of Proposal

This portion to be completed by approvers following the evaluation of the constituent group.

Approver	Signature	Rank	# of Proposals Forwarded
DEPARTMENT HEAD/DIRECTOR:			
DEAN:			
DEANS' COUNCIL:			
VICE PRESIDENT:			
P&B COUNCIL:			

The primary admissions marketing/recruitment tool for today's university (other than personnel) is its website. Today's prospective student conducts most of his/her preliminary college exploration and decision research online, using the web to arrive at a "short list". College alternatives are often eliminated based solely on the online impression. Online virtual tours often replace actual campus visits until after applications have been accepted. Other university advertising vehicles such as magazine, radio and TV ads route interested parties to the URL.

VSU needs a web-based virtual tour that will give prospective students, their parents and the overall web audience a clear sense of our strengths, our campus, and its people, while communicating our core institutional messages. To be engaging, impressive and competitive, it needs to be highly interactive and video-based. The recommended Valdosta State University Virtual Campus Experience, a part of the admissions web pages, should contain three interconnected sections:

A replacement for the traditional admissions video, section one would offer 5-7 shorter video segments, selectable by the user, each on a key aspect such as academics, campus life, or athletics.

The second section would consist of a virtual campus map navigated either by 'mousing-over' a building (for the investigative user) or by selecting the building of choice from a text list. Prospective students crave an inside view of your campus.

The third environment, 'My 5 Faves', combined with the virtual map will enable prospective students to connect with VSU before ever stepping on campus. Viewers select the tour guide of their choice based on appearance, background, or areas of study. 'My 5 Faves' will include a brief video intro to each tour guide to help connect with the diversity of web visitors. Once connected, web visitors will be provided with the opportunity to experience the VSU campus from the tour guides' eyes as they point out their 5 favorite areas, giving personal testimonials online.

Finally, this estimate includes Realview TV's full services of monthly data storage and data transfer on a global content delivery network, assuring quick video load and play and lively interaction.

As an example, see American University's admissions site:

<http://video.realviewtv.com/education/au/>