

DEANS

ASSOCIATE  
DEANS

DEPARTMENT  
HEADS

SURVEY RESULTS

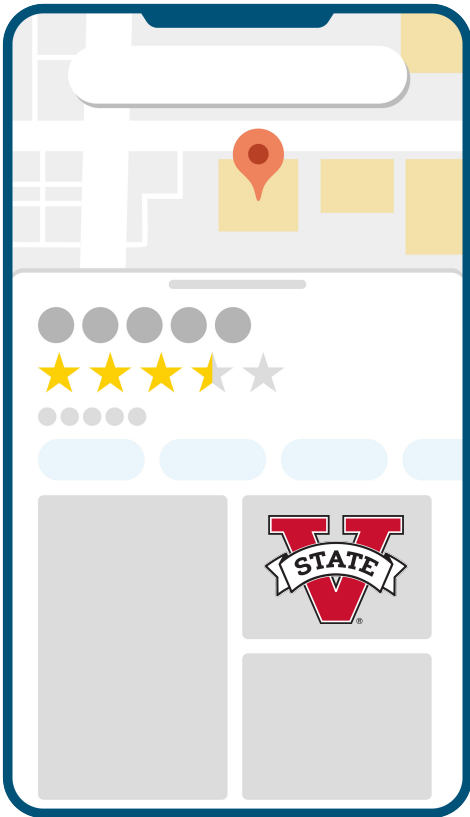
If VSU had its own Google Review for marketing and promoting itself, what would you score it?

**2.0 Star Average**



How do you think the students would score it?

**1.78 Star Average**



How would you score your College/Department's communication with current and potential students?

**3.0 Star Average**

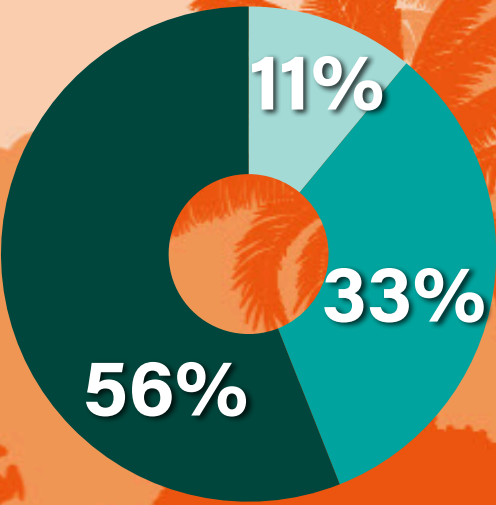


How would students score your College/department's communication?

**2.89 Star Average**



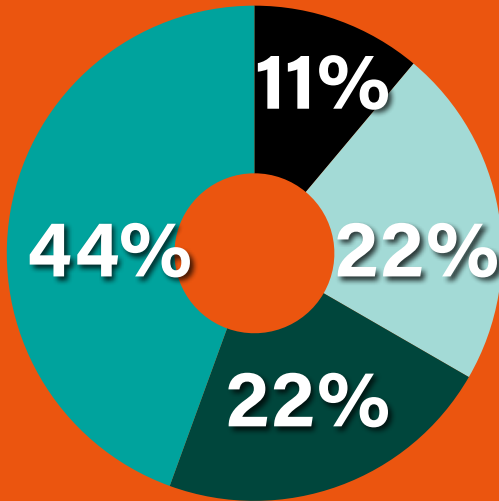
How closely does your College/department work with Admissions when it comes to recruitment?



- Always [You are meeting/communicating every month]
- Sometimes [Quarterly Communication]
- Rarely [1-2x Per Year]

How often is your College/Department updating marketing materials (brochures, flyers, etc.)?

- Annually
- When we run out
- When information needs to be updated
- We do not budget for printed marketing



KEY POINTS & THEMES

**FEAR OF FAVORITISM:**  
A SENTIMENT EXISTS THAT VSU IS "SCARED TO MARKET LEADING PROGRAMS FOR FEAR OF LEAVING OTHERS BEHIND."

**MARKETING DESERTS:**  
NEW LEADERS ARE DISCOVERING THEIR DEPARTMENTS HAVE "NO/LITTLE MARKETING MATERIALS" AND NO ESTABLISHED BUDGET TO CREATE THEM.

# STRENGTHS & POSITIVE HIGHLIGHTS

## HIGH-IMPACT IDENTITY & CLEAR PURPOSE

Despite various administrative hurdles, VSU's leaders possess a crystal-clear understanding of the value they provide to students. The "Elevator Pitches" provided by Department Heads and Deans showcase faculty that are deeply committed to

**CHANGING LIVES**  
**WORKFORCE READINESS**  
**FLEXIBILITY FOR**  
**MODERN LEARNERS**

## SUCCESSFUL GRASSROOTS GROWTH

Even in a resource-constrained environment, departments have demonstrated remarkable resilience and success

**PROVEN ENROLLMENT SUCCESS**  
**ENTREPRENEURIAL SPIRIT**

## INTERDISCIPLINARY SYNERGY

The survey highlights that VSU programs are not silos but are "inherently interdisciplinary"

**STEM INTEGRATION**  
**COMMUNITY CONNECTION**

## GROWTH MINDSET IN LEADERSHIP

Newer leadership members are entering their roles with a high degree of motivation and a clear vision for the future

**STRATEGIC GOALS**  
**STUDENT-CENTRIC**  
**RECRUITMENT**

**TEACHING POWERED**



**BY BLAZER PRIDE**