

# DEANS

# ASSOCIATE DEANS

# DEPARTMENT HEADS

## SURVEY RESULTS

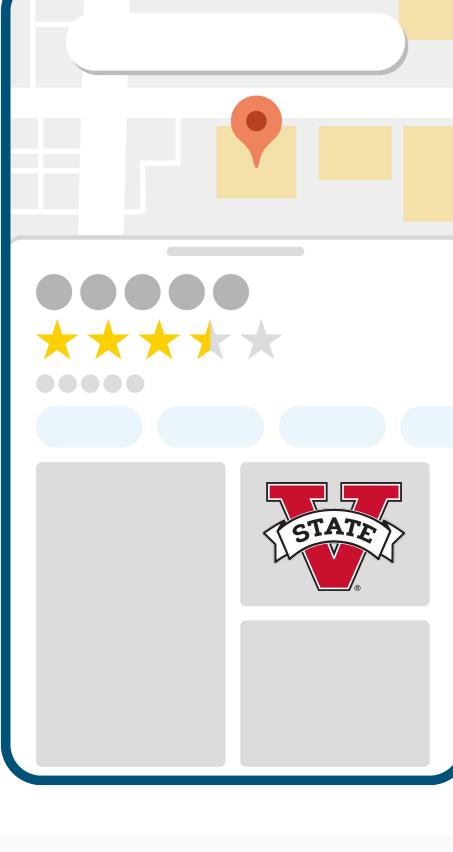
If VSU had its own Google Review for marketing and promoting itself, what would you score it?

**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**

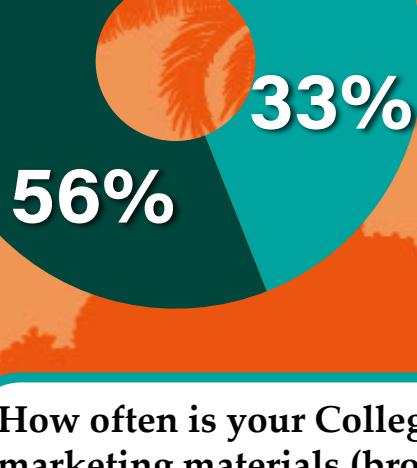


How would students score your College/department's communication?

**2.89 Star Average**



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

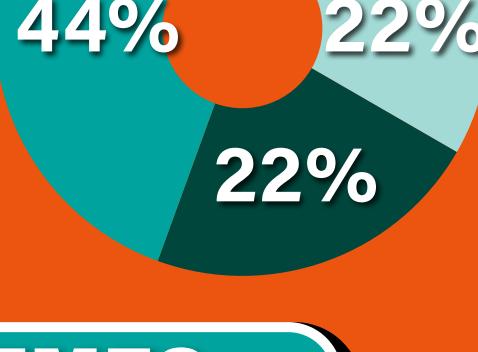


Always  
[You are meeting/communicating every month]

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