

University Engagement Unit Summaries

UNIT NAME:

University Relations – Advertising

UNIT SUMMARY AND RESPONSIBILITY:

This team develops and oversees a yearly advertising plan for the University, focused mainly on the recruitment of new undergraduate students. They manage traditional advertising tactics like billboards, TV commercials and radio ads. In addition, they also handle digital advertising efforts, particularly looking at platforms like Facebook, Instagram, Google, YouTube, TikTok and Spotify.

UNIT HEAD COUNT COMPARISON:

1 FTE focused solely on advertising
1 FTE who spends 20% on advertising, specific to digital efforts
1 Student Worker

UNIT BUDGET COMPARISON:

The advertising budget decreased by \$20,000 from FY2023 to FY2024 but has stayed stable, without significant increase, throughout the last 5 years.

UNIT BENCHMARKS:

WVU has a \$406,000 advertising budget, which is significantly less than the average for institutions of at least 12,000 students (\$980,109).

CONCLUSION STATEMENT / REVIEW OUTCOME:

WVU's institutional advertising budget is significantly lower than its competitors and utilizes its budget responsibly, focused mainly on increasing undergraduate recruitment numbers. Following review, the team would not look to decrease any budget. If additional investment opportunities existed, the team would utilize it to better saturate the recruitment market with advertising and look to increase brand awareness advertising to improve reputation within the state of West Virginia.

UNIT NAME:**University Relations – Brand & Trademark Licensing****UNIT SUMMARY AND RESPONSIBILITY:**

This industry-leading and award-winning team oversees the strategy and day-to-day management of the University's licensing program, including internal and external programs. In doing so, it markets and engages alumni, fans and West Virginians of all ages. The team also manages a variety of marketing programs and collections to engage audiences. The goals of this team are to drive revenue through engaging content and experiences, consistently share the brand to varying audiences and grow new relationships and build upon the ones with existing key partners.

UNIT HEAD COUNT COMPARISON:

3 FTE

1 Student Worker

FTE stayed consistent since FY2020; Student Worker added in 2022

UNIT BUDGET COMPARISON:

This team's budget has decreased by 30% since FY2020 (\$256,000 in FY2020 to \$179,000 in FY2024).

UNIT BENCHMARKS:

They work with almost 400 licensees to provide an assortment of WVU branded products and apparel to WVU consumers. Royalties from fiscal year 2023 were more than \$3.4 million, an increase from 2022 and the best total since 2019. The team reviewed nearly 16,000 pieces of artwork, which was a record. That number has steadily increased by 34 percent since 2021. WVU ranks 20th in overall trademark licensing royalties and has steadily increased since FY2021 pandemic shortfall. When compared to Big 12 peers, WVU ranks 2nd in sales and 4th in royalties (CLC).

CONCLUSION STATEMENT / REVIEW OUTCOME:

This team is an industry leader, nimble and has significantly decreased its operating budget over the last four years, all while maintaining or increasing output and revenues to the University. The recommendation is to continue operating at the current level. However, one of the recommendations from the self-study is to develop a sponsorship program, which would live within this team, which will bring in addition revenue (in addition to some cost, though revenues will significantly outweigh operating costs of the sponsorship program).

UNIT NAME:**University Relations - Communications****UNIT SUMMARY AND RESPONSIBILITY:**

University Relations-Communications helps prospective and current students, alumni and parents, opinion leaders and the community at large learn about the state's flagship higher education institution. The ethos of the unit is one of service, availability and flexibility. The unit, comprising News, Research and WVU Magazine efforts, coordinates and collaborates daily with fellow communicators, faculty members, staff members, students, alumni and others at schools, colleges and other entities across campuses. This team tells the story of West Virginia University internally and externally through multiple platforms to a variety of audiences.

UNIT HEAD COUNT COMPARISON:

11 FTE (decline from 16 in FY2018, mainly due to shuffling of staff to UR-Creative and UR-Marketing); 2 of the 11 FTE positions are entirely or partially funded by support from partner units (Research Office, Health Sciences and Chambers College).

3 Student Workers

UNIT BUDGET COMPARISON:

The UR-Communications total budget for FY2024 is \$900,174.63, which is a decline of 13% (\$1,0137,540.87) from FY2018.

UNIT BENCHMARKS:

The UR-Communications unit operates in a unique capacity among peer institutions providing services that span everything from emergency communications to media training for faculty, staff and students in a decentralized model; therefore, accurate benchmarks for budget and staffing are not available.

CONCLUSION STATEMENT / REVIEW OUTCOME:

Through its varied efforts, UR-Communications has earned an estimated \$20 million in value coverage alone for West Virginia University since January 1, 2021, providing approximately a 20 to 1 dollar-for-dollar return on investment, and therefore it is recommended to make no changes to staffing or budget of this area.

UNIT NAME:**University Relations – Content****UNIT SUMMARY AND RESPONSIBILITY:**

They write the content for all of our central student recruitment communication plans (leads, prospects, admitted) and all of the associated recruitment events. All formats including print, email and digital formats. They write speeches - about 5 per month - for President Gee; Write for WVU Magazine and work with the schools and colleges to edit their work. In addition, they write video scripts for high-level videos that go out from the University.

UNIT HEAD COUNT COMPARISON:

4 FTE

UNIT BUDGET COMPARISON:

Budget falls within overall UR-Creative budget.

UNIT BENCHMARKS:

This is a tiny group that works on nearly every project in University Relations.

CONCLUSION STATEMENT / REVIEW OUTCOME:

This team is the driver behind the University's brand voice. Because they see nearly everything the institution puts out into the world, they have incredible institutional knowledge and can connect dots between projects and initiatives. They ensure editorial consistency and factual accuracy on all projects. The recommendation is to remain consistent in staffing.

UNIT NAME:**University Relations – Current Student Marketing****UNIT SUMMARY AND RESPONSIBILITY:**

The team engages and communicates with current students every day. They promote the Division of Student Life and its programs/resources/events through myriad mediums including communications, social media, events, digital platforms, etc. They work with several WVU departments and groups across campus to make sure we are talking about WVU and Student Life in a professional, fun and engaging way.

UNIT HEAD COUNT COMPARISON:

3 FTE - including 1 director
2 Dotted-Line FTE (funded by Student Life; one currently not filled)
12 Student Workers (funded by Student Life)

UNIT BUDGET COMPARISON:

This team does not have its own budget, relying on Student Life and UR-Marketing operational budgets to execute work.

UNIT BENCHMARKS:

Within the last 2 years, the team has seen a significant increase in engagement across social media; marketing efforts are generally allowing for additional engagement compared to our peers. The team helped bring in significantly more gifts to the 2022 Day of Giving for Student Life.

CONCLUSION STATEMENT / REVIEW OUTCOME:

This team is running without overburdening budgets and relying on existing budgets from Student Life and UR. The recommendation is to continue running this team at this level, as it is appropriate and having success. If additional funds became available, the team would look to retain talent and perhaps fill opened positions.

UNIT NAME:**University Relations – Design****UNIT SUMMARY AND RESPONSIBILITY:**

This team is responsible for the print and design needs of the University, in particular in reference to recruitment and other University Relations priorities. They handle art direction, design, motion graphics and print production at the University. Their priority is student recruitment and retention where they design and produce nearly every project in our recruitment plans including all of the print and digital materials for our events. They Art direct, design and produce WVU Magazine. They are the driver of the University's brand look and feel standards. They develop templates, resources and training for the university community.

UNIT HEAD COUNT COMPARISON:

6 FTE

UNIT BUDGET COMPARISON:

Budget falls within overall UR-Creative budget.

UNIT BENCHMARKS:

n/a

CONCLUSION STATEMENT / REVIEW OUTCOME:

This team's strength is in its adaptability, creativity and service to the university. If anyone on campus needs a creative spark or a production need - this team will get it done. This team handles an average of 20-30 active jobs at any given time. Hiring a project manager would help manage the large workload. The recommendation is to remain consistent in staffing.

UNIT NAME:**University Relations – Digital****UNIT SUMMARY AND RESPONSIBILITY:**

This team is broken down into the following specialties: Accessibility, Admissions and Recruiting, Back-end Development, Front-end Design, Content, InfoStations. They build, host, maintain and provide training on the CMS for the entire university to use - Nearly every website you see is created using the CMS and hosted through our platforms. This team is responsible for updating critical information on the web, working with admissions, events, the WVU Hub (tuition and scholarships), and all of the colleges and schools to keep program information up to date and relevant for users. Critical piece of the ITS modernization efforts.

UNIT HEAD COUNT COMPARISON:

14 FTE; 1 vacancy

1 FTE is funded mostly through the Provost Office and another is dedicated to Student Life. 1 FTE dedicated to digital accessibility

UNIT BUDGET COMPARISON:

Budget falls within overall UR-Creative budget.

UNIT BENCHMARKS:

A University's website is consistently listed as the #1 way a prospective student and family gets trusted information about a college. wvu.edu, admissions.wvu.edu, virtual tour. WVU homepage from September 2022 through September of 2023: Total users - 1.1 million; New users - 799,800. More than 400 emails; averaging two/day to prospects and admits (segmented to different audiences).

CONCLUSION STATEMENT / REVIEW OUTCOME:

This team hosts, designs and builds websites, emails and applications. They provide the digital presence for WVU while addressing the goals of the University. In addition, UR-Digital provides web standards and guidelines to lead the direction on the architecture, design and content of University websites to other front-end web developers across campus. The main goal of this team is to help recruit new students and the retention and support of current students. Moving forward with filling vacant positions. The recommendation is to remain consistent in staffing.

UNIT NAME:**University Relations – Events and Experiences****UNIT SUMMARY AND RESPONSIBILITY:**

The goal of WVU's Events and Experiences unit is to provide strategy, planning and execution of on and off campus experiences that will recruit students and build brand. We offer high energy, creative, informative experiences that answer questions, showcase academics and campus life, explore campus and meet students. On-campus events include large-scale open houses such as Discover and Decide WVU as well as events for select populations, such as Distinguished Scholars. In addition, we also work to make connections through community outreach by helping to lead signature WV events such as WVU Day at the Legislature, the WV State Fair, the Gee County tours and visits to community groups. Like other University Engagement units, we provide support and assistance to college special events, such as FFA, Robotics and Extension 4-H. We also direct and help to coordinate virtual events.

UNIT HEAD COUNT COMPARISON:

2 FTE

Due to budget reductions, we eliminated the "Old Gold/New Blue" position, which played a large role in event planning and execution.

Staffing of all events relies on assistance from staff from across the University, as well as from our University Engagement teams of UR-Marketing, Mountaineer Parents Club, the Alumni Association and the WVU Hub.

For comparison, University of Cincinnati has a dedicated Student Engagement and Marketing team of 8. Coastal Carolina has a 4-person event/visit team. UC Santa Barbara events fall within an Office of Admissions with a 9-person staff. (Awaiting other comparisons.)

UNIT BUDGET COMPARISON:

Budget comparisons are complicated to calculate since our "staff" salaries and some elements of event budgets are held in several different departments across campus. The UE planned large-scale, on-campus recruitment event budget is approximately \$400,000.

UNIT BENCHMARKS:

Our WVU style of managing events is different from most other schools in that our event "team" is really one person, our Director of Event Strategy, along with an administrator who has additional duties. The director also leads the teams and works the events. Other schools have dedicated event teams within marketing or admissions.

CONCLUSION STATEMENT / REVIEW OUTCOME:

Our event work has expanded in recent years while our available personnel to strategize, plan and work events has dwindled. Event staff (volunteers outside of FTE on this team) has also reduced due to many people choosing to work remotely or leaving the University for better-paying jobs and therefore are not available to help staff events. There is no recommendation to reduce staff. If additional funds become available, this team would look to expand to better support events and experiences through additional FTE.

UNIT NAME:**University Relations - Health Sciences****UNIT SUMMARY AND RESPONSIBILITY:**

In collaboration with Health Sciences Central Administration and University Relations, we provide internal and external communications, creative, digital and marketing services including writing and editing support, graphic design, social media management, videography, photography, media relations, web development and design, and analytics. We are a full-service unit serving a relatively large Academic Medical Center campus. We also work closely with the WVU Medicine marketing team to promote healthcare providers and services to patients and to highlight the work of the health system-supported centers and institutes.

UNIT HEAD COUNT COMPARISON:

5 FTE communicators

5 FTE web development and design professionals

1 GA

UR-HSC also shares funding with UR for a health research writer, who reports to the director of research communications, and a HSC photographer, who reports to the director of photography services.

UNIT BUDGET COMPARISON:

We are a centralized unit affiliated with University Relations but embedded at the Health Sciences Center and funded through Health Sciences Central Administration. Please see Dr. Clay Marsh's Health Sciences unit summary for information regarding budget.

UNIT BENCHMARKS:

The UR-HSC team is quite small in relation to those at other academic medical centers, but our biggest strength lies in our ability to work collaboratively with our UR and WVU Medicine partners. In addition to the professionalism of our team members, whom genuinely like their work, we believe in the health mission of the organization. Please see Dr. Clay Marsh's Health Sciences unit summary for information regarding an environmental scan of FTEs in comparison to peer and Big-12 AMCs.

UR-HSC supports student recruitment communication that has resulted in a current population of 3,810 health sciences students, an increase of 240 since 2018. We also support communication efforts for 81 graduate medical education programs in the School of Medicine – 43 of which are the only ones offered in West Virginia – and 70 educational programs that are targeted to meet West Virginia workforce needs, with several new programs including neurosciences, healthcare administration, physician assistants, speech pathology & audiology, and respiratory therapy.

CONCLUSION STATEMENT / REVIEW OUTCOME:

A small team that supports multiple health-focused units, programs, departments, faculty and students, and that collaborates closely with UR and WVUM marketing, this unit cannot afford any personnel or budget cuts without sacrificing customer service and production quality.

UNIT NAME:

University Relations – Mountaineer Parents Club

UNIT SUMMARY AND RESPONSIBILITY:

The Mountaineer Parents Club began in 1995 and has been a consistent resource for parents ever since. We are the primary way that WVU communicates with the families of our WVU students. MPC helps parents stay connected to their WVU student by providing information via the Parent Electronic News messages, which are sent twice a month and through our three Facebook pages where we engage families. Our "WVU Mountaineer Parents Club" FB page is a place for us to share information, deadlines, hold contest and engage families. Our "Official Families of WVU Students" FB page is where parents share information with each other, but posts are monitored and approved by the MPC staff. Our "Official Families of the WVU Class of ____" FB page is where the current incoming class families post questions which are approved, then answered by the MPC. We typically have more than ____ questions to be answered throughout a cycle. We also host 2 – 3 Live Q & A sessions (usually a 5-hour time period) on this page each year.

We are present at all recruitment events; we hold virtual events for incoming and current families; we host Fall Family Weekend each fall and the Class Ring Ceremony each semester. We support buses that help students get home during holiday breaks; attend New Student Orientation throughout the summer; host parents during Move-in weekend and volunteer for any other WVU events, including Welcome Week, Commencement, and more.

UNIT HEAD COUNT COMPARISON:

1 FTE

1 shared employee FTE

In FY2019, the team had 3 FTE

UNIT BUDGET COMPARISON:

The Operational budget for the MPC has decreased by 17% (\$82,720 in FY2020 to \$68,320 in FY2024). Our costs have increased, the number of parents that we support has risen and the number of events that we attend has increased.

UNIT BENCHMARKS:

The Mountaineer Parents Club has 19K members, with our Parent Electronic News messages reaching 29,000 email addresses. The WVU Mountaineer Parents Club Facebook page has 24,000 followers; the Official Families of WVU Students Facebook page has 11,000 members and the Official Families of the WVU Class of 2028 Facebook page has 1,300 members.

CONCLUSION STATEMENT / REVIEW OUTCOME:

The Mountaineer Parents Club is an important part of recruitment and retention at WVU with parents being a crucial part of the college decision making process. Therefore, there is no recommendation to reduce staff. We are working on hiring an event planner/program assistant and would someday like to hire an Admin to get our staff back up to a level where we are able to better meet the needs of the increasing number of parents.

UNIT NAME:

University Relations – Multimedia

UNIT SUMMARY AND RESPONSIBILITY:

The multimedia and photo team provides the vision of WVU to audiences on campus, in the community, through the state and across the world. Videos produced by this team capture the beauty of campus and the important work that our students, faculty and staff are doing. This work is used for recruitment, news and internal and external communications. Through visual media, our work reaches audiences across the world.

UNIT HEAD COUNT COMPARISON:

5 FTE; 4 of them sit on the Photography team
1 photographer embedded within HSC.

UNIT BUDGET COMPARISON:

Budget falls within overall UR-Creative budget.

UNIT BENCHMARKS:

In FY 2023 the photography unit generated over \$60,000 in internal and external revenue.

CONCLUSION STATEMENT / REVIEW OUTCOME:

The recommendation is to remain consistent in staffing.

UNIT NAME:**University Relations – New Student Orientation****UNIT SUMMARY AND RESPONSIBILITY:**

This unit is responsible for the strategy, development and day-to-day operation and coordination of this month-long program in June, plus several one-off programs throughout the year. The goal is to yield the new class of students and reduce melt.

UNIT HEAD COUNT COMPARISON:

2 FTE
32 Student Workers (Orientation Leaders)

UNIT BUDGET COMPARISON:

Our New Student Orientation budget is \$700,000.

UNIT BENCHMARKS:

n/a

CONCLUSION STATEMENT / REVIEW OUTCOME:

WVU's New Student Orientation program is a critical element of onboarding our freshman class each year. Developing an in-person program that is dynamic, informative and engaging is what determines whether or not a student makes a final decision to come back to WVU as a freshman in the fall. Providing a powerful experience for students and families is critical to our success. There are no recommendations to reduce staff.

UNIT NAME:**University Relations – Recruitment Marketing****UNIT SUMMARY AND RESPONSIBILITY:**

The team develops and helps to execute the marketing and communications plans for undergraduate student recruitment, first-time freshman, first-time transfer and international. This team also focuses on parent marketing, as well, for recruitment. The goal of this team is to take inquiries and yield to enrolled students.

UNIT HEAD COUNT COMPARISON:

2 FTE

2 Student Workers

This team leads a UR production team - and works alongside Enrollment Management team

UNIT BUDGET COMPARISON:

This team does not have its own budget, relying on Enrollment Management, Institutional Advertising and UR-Marketing operational budgets to execute work.

UNIT BENCHMARKS:

This team sends over 500 communications and marketing pieces per year to prospective students, their family members and others. Most universities of similar size have more than 2 FTEs for this work and are responsible for only FTF (this team is also responsible for FTT and International).

CONCLUSION STATEMENT / REVIEW OUTCOME:

This team is responsible for the large portion of the communications and marketing that undergraduate students, working in collaboration with Enrollment Management, UR-Creative, and UR-Marketing staff. The team is small, nimble and is not recommended for any reduction in staff.

UNIT NAME:**University Relations – Social Media****UNIT SUMMARY AND RESPONSIBILITY:**

This industry-leading team manages and oversees the strategy, content development, day-to-day posting and engagement on more than 100 different social media accounts at the University. This group speaks to and interacts with more people on a daily basis than any other group at our University from a communications and marketing perspective.

UNIT HEAD COUNT COMPARISON:

3 FTE
3 Student Workers
Team has decreased by 2 FTE since FY2020.

UNIT BUDGET COMPARISON:

This team's budget has increased by 220% since FY2020, however it is almost entirely due to a \$75,000 yearly contract with campus listening partner Campus Sonar. The University will be ending this partnership for FY2025 to decrease budget spend and re-purpose some funds.

UNIT BENCHMARKS:

The majority of universities similar in size have a team of 3-5 FTE, similar to WVU (internal research conducted by UR-Social Media published in 2022). This group leads and manages the WVU platforms, which have a combined following of 953,400 (at time of report). In total, the entire social media team manages and oversees more than 100 different social media accounts, which is significantly more than the average social media team in higher ed.

CONCLUSION STATEMENT / REVIEW OUTCOME:

This team has decreased its FTE budget since FY2020 and plans to decrease its operational budget for FY2025. However, there are no additional recommendations to change operations, as this team is producing significant creative and strategy content for the University, in addition to reaching a significant audience each day, managing brand reputation and helping to reach recruitment goals.

UNIT NAME:

University Relations – Video Production

UNIT SUMMARY AND RESPONSIBILITY:

The video team's prime objective is to create major video projects and produce events for University Relations, including special projects for the Vice President's Office. We also offer priority support to clients who pay annual service agreements such as Athletics, Reed College of Media and the Teaching and Learning Commons. The video team creates recruitment, retention and marketing video content in addition to live, captioned, multicamera, mixed-media productions or webcasts. They operate the University's photo, video and live television studio.

UNIT HEAD COUNT COMPARISON:

7 FTE

3 FTE decline since 2019

UNIT BUDGET COMPARISON:

Budget falls within overall UR-Creative budget.

UNIT BENCHMARKS:

This revenue generating unit earns between \$45,000 - \$55,000 annually.

CONCLUSION STATEMENT / REVIEW OUTCOME:

The recommendation is to remain consistent in staffing.

UNIT NAME:**University Relations – Visitors Center****UNIT SUMMARY AND RESPONSIBILITY:**

The WVU Visitors Center operates two centers on campus to accommodate campus tours of more than 18,000 visitors (7,000 students) annually. We accommodate four tours daily, Monday - Saturday. Campus tours, admissions information and presentations, academic appointments, VIP tours, group tours, special event work all fall under the VCs. Their goal is for prospective students and their families to have a visit experience that wows them and answers their questions, also allowing for interaction with specially trained student tour guides, faculty and staff.

UNIT HEAD COUNT COMPARISON:

6 FTE – split between two Centers; 2 currently vacant

When compared to other institutions, our staff is small. Most visit teams partner with a larger on-campus Admissions team, but we also have a small Admissions or HUB team. A few examples: University of Kansas, Events/Visit unit w/in Office of Admissions, 15 staff members; University of Tennessee, visit team part of larger Admissions team, 8 staff; University of Cincinnati, visit team is part of Student Engagement and Marketing, 6 staff.

Our student tour leader staff of 25 is also small in comparison to other schools. University of Pittsburgh, >200 students on staff; James Madison University, >100 students on staff; Virginia Tech, > 60 students on staff.

UNIT BUDGET COMPARISON:

Total budget for two VCs is \$153,000. Comparisons are not available since we are one of the few schools that operates two Centers.

UNIT BENCHMARKS:

As indicated above, professional and student staffing is below that of other comparable and competitor schools. It is rare for other schools to accommodate as many guests as we do annually. Many school visit centers are housed within a larger Admissions office which provides assistance to the families for questions and the visit experience.

CONCLUSION STATEMENT / REVIEW OUTCOME:

Our WVU Visitors Center operates efficiently but is understaffed in both professional and student tour leader staff. And while we continue to keep our numbers high, we are seeing strain on staff, especially if one person is out sick or leaves for a job that provides more pay and flexibility. There is no recommendation to reduce staff or budget.

UNIT NAME:

WVU Alumni Association

UNIT SUMMARY AND RESPONSIBILITY:

The mission of the Alumni Association is to provide lifelong support of our alumni and friends and serve the interests of West Virginia University. The area functions as West Virginia University's main alumni engagement team, supporting the University through chapters and interest groups, communications, events, fundraising efforts, relationship building, and more. The University and the Alumni Association Board of Directors developed an agreement in 2021 that moved the alumni relations team into UREM. This allows UREM to lead the outreach and engagement of our audiences through the entire life cycle, from the time they are introduced to WVU through undergraduate recruitment through post-retirement life as an alum.

UNIT HEAD COUNT COMPARISON:

7 TFE
2 Student Workers

When compared to our peers, the Alumni Association is under resourced. Our budget is significantly less than the average of Big 12 Alumni Associations, and our staff is smaller than similar peers. For example, the average Big 12 Alumni Association has approximately 20 staff members.

UNIT BUDGET COMPARISON:

The Alumni Association has a budget of approximately \$1.5 million for FY2024, and from FY2018 to FY2024, the Alumni Association's budget has decreased by 14%, or approximately \$250,000. The WVU Alumni Association's budget is well below the average of Big 12 peers.

UNIT BENCHMARKS:

There are currently 75 volunteer networks around the country, in 27 states, that are classified in three ways – geographic chapters, common experience (interest groups), and academic groups. Last year, these volunteer networks hosted approximately 650 events and opportunities for networking and volunteerism around the country.

We have a global audience of more than 200,000 constituents with more than 150,000 emailable alumni records. Last year, there were more than 2 million impressions across social media, email and our website. More than 1.4 million monthly newsletters were sent and more than 2.2 million emails were received by alumni as part of 200 campaigns.

Last year, more than \$80,000 of student scholarship funding was provided by local alumni chapters. Last year, more than \$40,000 was raised by our chapters to support student scholarships on Day of Giving. Additionally, our Loyalty Permanent Endowment Fund scholarship program provided \$463,000 in scholarship funding for West Virginia students.

CONCLUSION STATEMENT / REVIEW OUTCOME:

The WVU Alumni Association is, in many ways, a "silent partner" in a number of our University's successes. The staff plays an instrumental role in cultivating and nurturing impactful relationships with individuals previously known and unknown within the larger community. Their efforts create goodwill for the University and connects individuals with campus programs and initiatives that align with their personal values and passions. The Association's behind-the-scenes role in relationship building, facilitating connection, promoting volunteerism and philanthropy, has and will continue to have a lasting impact.

As indicated above, the Alumni Association has a smaller budget and less FTEs when compared to its Big 12 peers with similar missions. Following this evaluation, we conclude that this unit cannot afford to cut its budget or reduce staff without detrimentally affecting the ability to perform its mission and the quality of the services provided. If additional budget becomes available, it would allow the Alumni Association an opportunity to better align with peers in terms of operating budget and FTEs.

UNIT NAME:

Purpose Center

UNIT SUMMARY AND RESPONSIBILITY:

The Purpose Center functions as a higher ed differentiator, providing an opportunity for students to explore their purpose and determine how they may utilize their WVU experience and degree to impact the world in a greater way. This team works with students, faculty, staff and West Virginians (particularly in K-12 schools) to advocate WVU's "purpose" pillar. The Purpose Center helps these populations connect to WVU resources to pursue the things they're passionate about and explore who they are while building essential skills through a variety of programming and one-on-one coaching opportunities. They also centrally house the CliftonStrengths efforts on campus.

UNIT HEAD COUNT COMPARISON:

3 FTE

UNIT BUDGET COMPARISON:

The Purpose Center is unique to WVU and therefore does not have a budget comparison to other peer institutions. The Center has a budget of approximately \$360,000 for FY2024. The Purpose Center strives to be 100% privately funded and has several donors interested in supporting various segments of the Center. In addition to private dollars, Purpose Center staff has worked with the WVU Foundation to apply for grants supporting a variety of opportunities.

UNIT BENCHMARKS:

In just one year, the Purpose Center has engaged with more than 15,000 people including prospective students, current students, faculty, staff, parents and families, alumni, and community partners. Since the launch in September of 2022, the WVU Purpose Center has worked with 128 different departments across campus. Since September of 2022, the Purpose Center has also conducted 300-plus 1:1 hour-long strengths coaching sessions for students, faculty, and staff, and has conducted more than 600 unique workshops for students, faculty, staff, alumni and community pilot groups. These efforts in partnership with student success has contributed to higher overall retention.

Since September of 2022, the Purpose Center has also conducted 300-plus 1:1 hour-long strengths coaching sessions for students, faculty, and staff and has conducted more than 600 unique workshops for students, faculty, staff, alumni and community pilot groups.

CONCLUSION STATEMENT / REVIEW OUTCOME:

In conclusion, the Purpose Center is a differentiator in the higher education market for WVU. Through the partnership with Gallup, WVU has received global and national recognition for its work through various channels including email, video, and social media as well as keynote speaking opportunities. The Center will continue to raise private dollars, apply for grants, and create deeper collaboration with units across campus (e.g. Career Services, colleges/schools) and groups across the state to create more holistic student experience, pursue our land-grant mission and help a variety of audiences to pursue the things they're passionate about and create a greater impact on the world around them.