WHO WE ARE

Internal Controls
- Legal/Compl Services
- Internal Audit

External Messaging
- Marketing Services
- Communications/PR
- External Relations
- Special Events
- Development/Alumni Affairs
How we support the 2020 Vision

Invest in our People

Invest in our Core Resources

Enhance External Partnerships

Garner Support for our Vision
To the extent possible, we must continue to address compensation as a means of recruitment and retention of top talent.
University-Wide Requests
To ensure WCU is equipped to deal with an increasingly complex statutory and regulatory environment we must not neglect basic internal controls.
University-wide Recurring Requests

PRIORITY NO. 1

**Journey Auditor** ($80K = $60K + fringes)

*Four years ago, internal audit staff was reduced to one FTE yet:*

- Enrollment has increased almost 40% in past 10 years
- The demand for transparency/accountability and the potential reputational and resource risk across the enterprise continues to grow exponentially.
Garner support for our Vision

To advance the University, we must make strategic investments in support for external messaging, advocacy, and development.
PRIORITY NO. 2

Website Content Strategist ($80K = $60K + fringes)

- Recommendation from Website Redesign Steering Committee and Content Governance Committee
- Website is the “front door” for recruitment
- Current content is owned by everyone, thus by no one
- High demand on campus for strategic guidance for website content
- Reputational risk; Failure to thrive risk
PRIORITY NO. 3

Hootsuite Social Media Software ($30K)

• Enterprise package for monitoring and use of social media

• System for collaborating between various accounts, providing access to centralized content and photo assets

• Protects against account vulnerabilities

• Social media is here to stay, we must address it at the enterprise level
Main Campus Entrance Sign ($237K)

- Our only presence at the main entrance is DOT sign
- Old wooden sign at back entrance does not represent us well yet has become a “selfie” opp
- Entrance sign will convey university identity, assist navigation, and demonstrate pride
Digital Sign Kiosks – 6 total ($90K)

- Currently a challenge to get timely info to students/visitors
- Can support critical safety announcements, way-finding, event marketing, streaming content
One-Time Requests
One-Time Requests

PRIORITY NO. 1

Print shop Building Renovations ($150,000):

• Facility houses Print Services, University Mail Services, and Paw Print Services

• Print Shop facility has a myriad of safety and compliance issues that must be addressed soon
PRIORITY NO. 2

2016-17 TV Campaign ($200,000):

- Paid broadcast is still the most effective way to drive general awareness, which is foundational to driving student enrollment
- Our competitors outspend us by a tremendous margin
- TV has in the past been addressed through year-end money - but it’s important that campus understand where those dollars go and the costs involved to maintain competitive position
Prior to replacing the current binding system, which is over 15 years old and difficult to maintain, the request highlights the increasing demand for 'perfect' binding—a technique that results in straight-edge pages without staples or folds. This process is particularly advantageous for high-profile printed booklets, such as commencement programs. The new system, costing $160,000, is anticipated to meet this growing demand.
Recurring Requests
Recurring Requests

Staffing/Positions

Hourly Video Assistant ($20,014):

- Remember…VIDEO, VIDEO, VIDEO!
- Demand for produced video has more than doubled for current staff of one
- Decline in media staffing at local stations and newspapers results in reliance on externally produced video
- Growing requests for video content for new website
Questions?