



University Relations and Communications

**Increase in positive media interactions
Increase in social media presence**

Strategic Plan Priority 4

The VSU Brand

*We will define the VSU Brand and tell our
Story: effectively demonstrating and
communicating the value of Virginia State
University*




March 16, 2021


Increase in positive media interactions:

University Relations and Communications


The Progress Index
With a potential 6K shots per day, Virginia's largest mass-vaccination clinic...
1 month ago




Chesterfield Observer
State ramps up vaccinations in Chesterfield, opens mass clinic at VSU
3 weeks ago




GOVERNMENT TECHNOLOGY
Virginia's Mass-Vaccination Clinic has Potential for 6K Shots a Day
1 month ago




NBC12
'It's a relief': Thousands line up for COVID-19 vaccine at VSU clinic
1 month ago





'It's a relief': Thousands line up for COVID-19...
NBC12
1 month ago




New mass vaccination center to open at Virgini...
NBC12
1 month ago




Virginia State University rolls out two mobile...
NBC12
6 days ago




Hundreds vaccinated on first day of VSU mass...
YouTube - WTVR CBS 6
1 month ago



News to Know for March 17: New mass vaccine...
NBC12
1 month ago



Hundreds vaccinated on first day of VSU mass...
Yahoo Movies UK
1 month ago



Strategic Plan Priority 4 The VSU Brand

We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



Increase in positive media interactions: **University Relations and Communications**

TheGrio · US Mar 22

HBCU president shows up grad student's basketball skills in viral video

smile. Thank you for that." Virginia State University, an HBCU founded in 1882, is located in Petersburg, ...



Reach 2M | Duplicates (1)

Neutral ○

5.5M views

1:02 PM · 16 Mar 21 ·
Twitter for iPhone

71.8K Retweets

9,493 Quote Tweets

410K Likes

More [than](#) 5 MILLION views

- MSN,
- Huffington Post
- TMZ
- ESPN Sports Center
- The GRIO
- Yahoo
- Etc.

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Increase in positive media interactions: **University Relations and Communications**

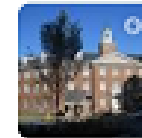


March 25, 2021

The Progress-Index

VSU pulls names from four buildings honoring Virginians with ties to...

3 weeks ago



NEWS

Students react to VSU renaming four campus buildings

3 weeks ago



The News & Observer

Virginia State University will rename four buildings named for people with ties...

3 weeks ago



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April 6, 2021

Increase in positive media interactions: University Relations and Communications



Five Democrats Seeking Nomination for Governor Debate at VSU

By MICHAEL POPE • APR 7, 2021

[Share](#) [Tweet](#) [Email](#)



Democratic candidates for governor of Virginia, Del. Lee Carter, left, former Gov. Terry McAuliffe, second from left, state Sen. Jennifer McClellan, center, Del. Jennifer Carroll Foy, second from right, and Virginia Lt. Gov. Justin Fairfax, right, participate in a debate at

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Increase in positive media interactions:

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-  VSU mobile vaccination clinics cancelled this week while J&J vaccine gets...
1 day ago
-  VSU delivering vaccinations to underserved populations
6 hours ago
-  Virginia State University rolls out two mobile COVID-19 vaccination clinics
6 days ago
-  'We were starting to feel left out': Seniors relieved to see VSU's mobile COVID vacci...
5 days ago

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Increase in positive media interactions: **University Relations and Communications**



abc 3 NEWS

Virginia State University responds to treatment of alumnus Lt. Caron Nazario...

1 day ago



6 WTVR.com

Army officer in viral police video is a Virginia State grad: 'He's just a ...

1 day ago



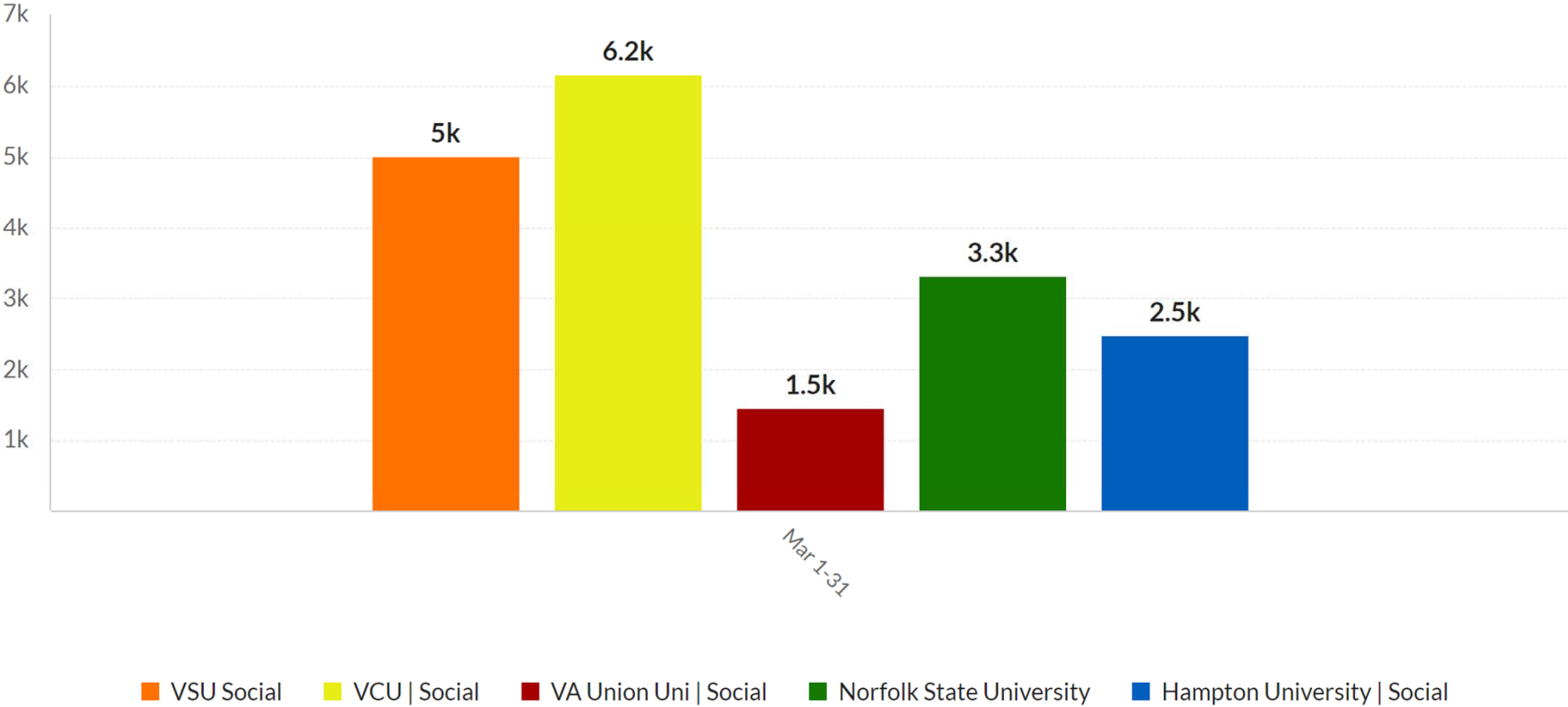
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Social Media Mentions

Source: Meltwater

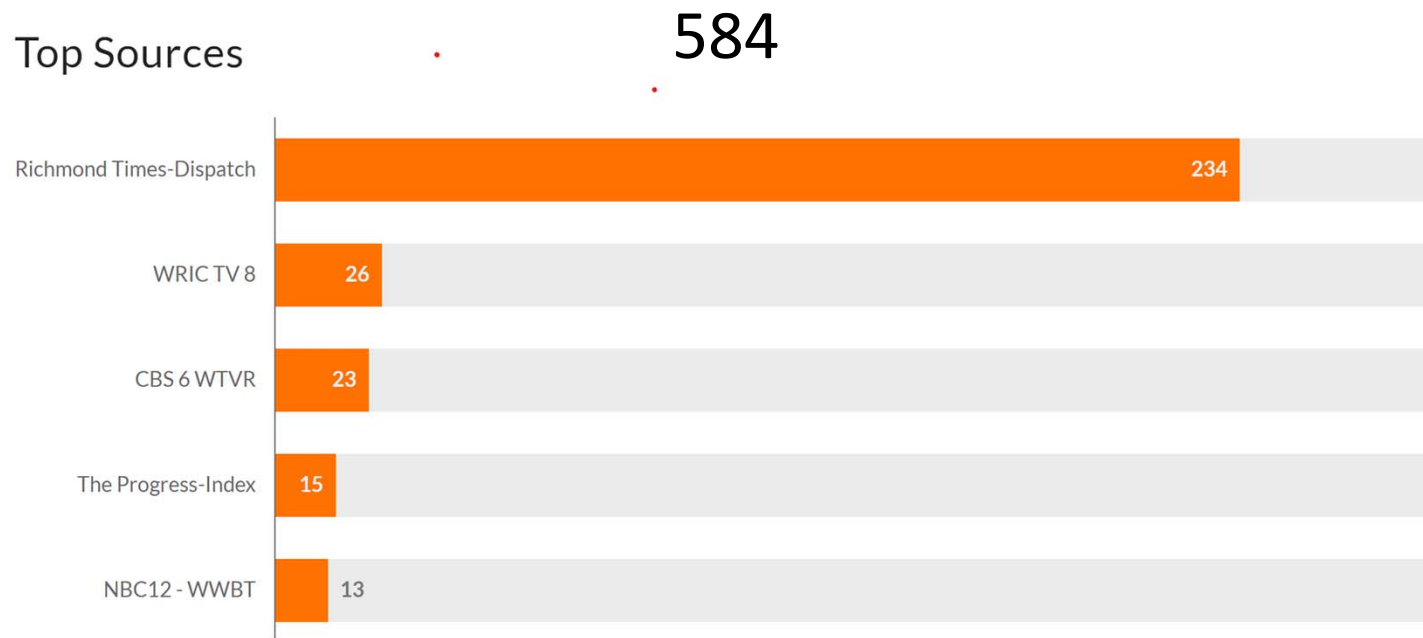
Media Exposure





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VSU NEWS MENTIONS



March 1-31, 2021

Source: Meltwater

VSU NEWS MENTIONS

584

Content Stream



Yahoo news · USA · Reach 61M · Mar 25 12:18 PM
VSU removing names from four campus buildings



TMZ.com · USA · Reach 26M · Mar 25 11:27 AM
Virginia State Prez Dominates Student In Hoops Rematch ... Hilarious Video!!!



Yahoo news · USA · Reach 61M · Mar 18 1:06 PM
Vaccinations continue at Virginia State University clinic



Yahoo news · USA · Reach 61M · Mar 17 12:17 PM
Hundreds vaccinated on first day of VSU mass vaccination clinic



Yahoo news · USA · Reach 61M · Mar 16 6:32 PM
Mass vaccination site opens at Virginia State University

Mar 1, 2021 - Mar 31, 2021

The Content Stream widget displays clickable links to media coverage.

Source: Meltwater

VSU NEWS MENTIONS

584

Content Stream



TMZ.com · USA · Reach 26M · Mar 16 4:51 PM

Virginia State University School Prez Destroys 1-on-1 Opponent ... In Campus Showdown!!!



Chron.com · USA · Reach 20M · Mar 14 4:10 AM

Intelligent.com Announces Best Colleges In Virginia for 2021



AOL.com · USA · Reach 19M · Mar 8 10:14 AM

MacKenzie Scott marries Seattle teacher after Bezos divorce



The Washington Post · USA · Reach 109M · Mar 7 9:03 AM

A murky legacy: Confederate generals who helped Black locals



Yahoo news · USA · Reach 71M · Mar 1 1:30 PM

How a wave of segregationist tributes, from streets to schools, entrenched the idea of white supremacy

Mar 1, 2021 - Mar 31, 2021

The Content Stream widget displays clickable links to media coverage.

MARCH 15, 2021

SOURCE: MIERLWATER

VSU NEWS MENTIONS

U of Richmond board to resume talks on renaming buildings

...faculty. [Virginia Commonwealth University](#), [Virginia State University](#) and James Madison University are among...

Associated Press · Apr 13, 2021

What to know about the 2021 Virginia governor's race

...by parents who worked at [Virginia State University](#). She attended the University of Richmond and later attended...

Laura Vozzella · [Virginia Politics](#) · Apr 8, 2021



Caron Nazario saw Eric Garner, who he called 'uncle,' die in police hands. Then officers pepper-sprayed him six years later.

...government meetings. In 2011, he enrolled at [Virginia State University](#), drawn to its status as a historically...

John Woodrow Cox and Michael S. Rosenwald · [D.C., Md. & Va.](#) · Apr 14, 2021



Many Democrats said it was time for a Black woman to lead Virginia. But the party establishment

...Held on the campus of historically Black [Virginia State University](#) in Petersburg, the debate was heavy on...

Gregory S. Schneider · Apr 9, 2021



Lawsuit: Virginia police officers threatened man during stop

...Associated Press on Friday. "Graduated from [Virginia State University](#). He was commissioned out of their ROTC...

· Apr 9, 2021

A Black Army officer held at gunpoint during traffic stop was afraid to get out of his car. 'You should be,' police said.





University Relations and Communications **BRAND SLOGAN MEETING**

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CURRENT SLOGANS

- Transforming Lives Through Education
- Transformative Experiences
- Virginia's Opportunity University
- Virginia's Opportunity and Access University
- Building a Better World
- VSU Today

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Think Tank Committee Members

- Tonya Hall (Administration)
- Kawachi Clemons (Administration)
- Gwen Williams Dandridge (Public Relations/Communications)
- Charmica Harris (Staff/Alum)
- Franklin H. Johnson, Jr. (Alum)
- Everette Jackson (Alum)
- Valerie Abbott Jones (Foundation Rep/Alum)
- Prof Willis Smith (Faculty rep) Mass Comm
- Adiana Brittle (Current Student Marketing Major)
- Jade Chapman (Current Student Marketing Major)



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BRAND SLOGAN

- Advertising tagline
- Captures/conveys the “vibe” of the brand
- Shortest way possible
- Points toward the benefits

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ELEVATOR PITCH:

- Statement /short description
- Persuasive
- Spark interest
- Share important info
- Easily understandable/memorable

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VSU experience:

- Ethics of care
- Build community
- Accessibility
- Impact
- Engagement
- Dedication
- Core values
- Nurturing
- Sense of belonging

ACADEMIC Experience:

- Faculty who know your name
- Nurturing
- Majors (education and agriculture, STEM)
- Small classes
- Personable relationship with faculty/administration
- Land grant institution

VSU Story

- History
- Alums
- What happens here

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ELEVATOR PITCH POINTS

- **VIRGINIA STATE UNIVERSITY** is the nation's first state supported HBCU to offer both a college program and a normal program, thereby opening doors for transformative experiences, opportunities, and access to a diverse population of lifelong learners in an inclusive environment for more than 130 years.
- **VIRGINIA STATE UNIVERSITY** is THE Opportunity University supporting our students through graduation and beyond thereby changing the economic outlook of families for generations to come.
- **VIRGINIA STATE UNIVERSITY** is an 1890 land-grant university offering its students education in the fields of agriculture, engineering, family and consumer sciences, and the military sciences. Its land-grant mission also drives the university to be a leader in agricultural research and in extending its university expertise beyond its campus walls to help improve the quality of life in our state, the nation and world.
- **VIRGINIA STATE UNIVERSITY** faculty, staff and administration are engaged in and dedicated to providing a personable, stable and nurturing holistic atmosphere conducive to learning, growing, and transforming.
- **VIRGINIA STATE UNIVERSITY** develops leaders who are more engaged with their learning and are equipped with the knowledge, skills, and disposition to be globally competitive while remaining civically engaged.



IDEAS FOR BRAND SLOGAN

SOMETHING BETTER HAPPENS HERE

BETTER HAPPENS HERE

SOMETHING GREATER HAPPENS HERE

GREATER HAPPENS HERE

WHERE GREATNESS HAPPENS

WHERE GREATER HAPPENS

TROJANS TRANSFORM

OPPORTUNITIES FOR GREATNESS

ACCESS TO GREATER



#GreaterAtVSU



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