

Virginia State University Office of Communications Board of Visitors Report April 20, 2023

Gwen Williams Dandridge, Assistant Vice President Of Communications

Priority 4: Define the VSU Brand and Tell Our Story:

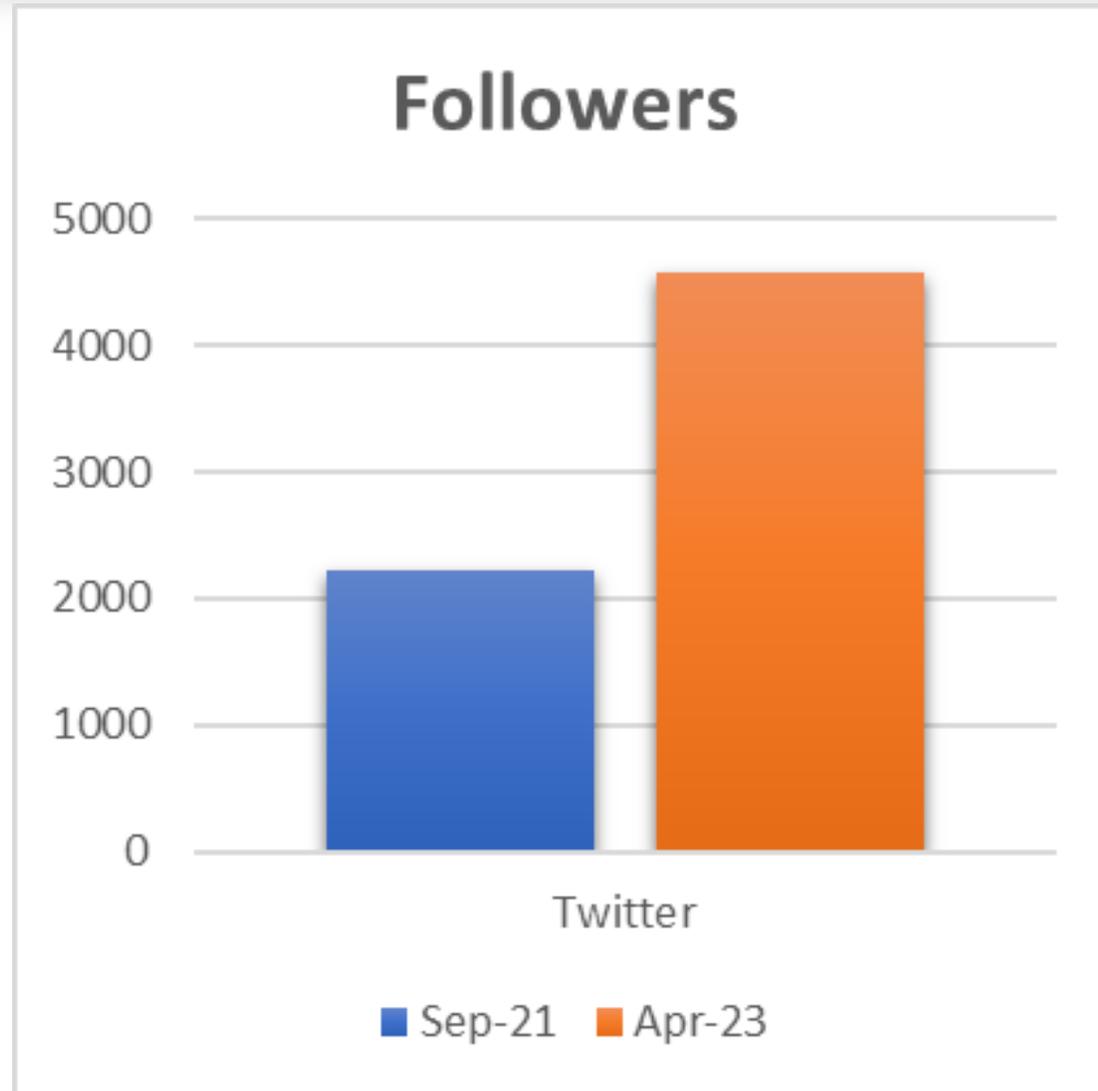
Goal: Effectively demonstrate and communicate the value of Virginia State University

Outline

- Media Successes
- Branding Initiatives
- Telling Our Story

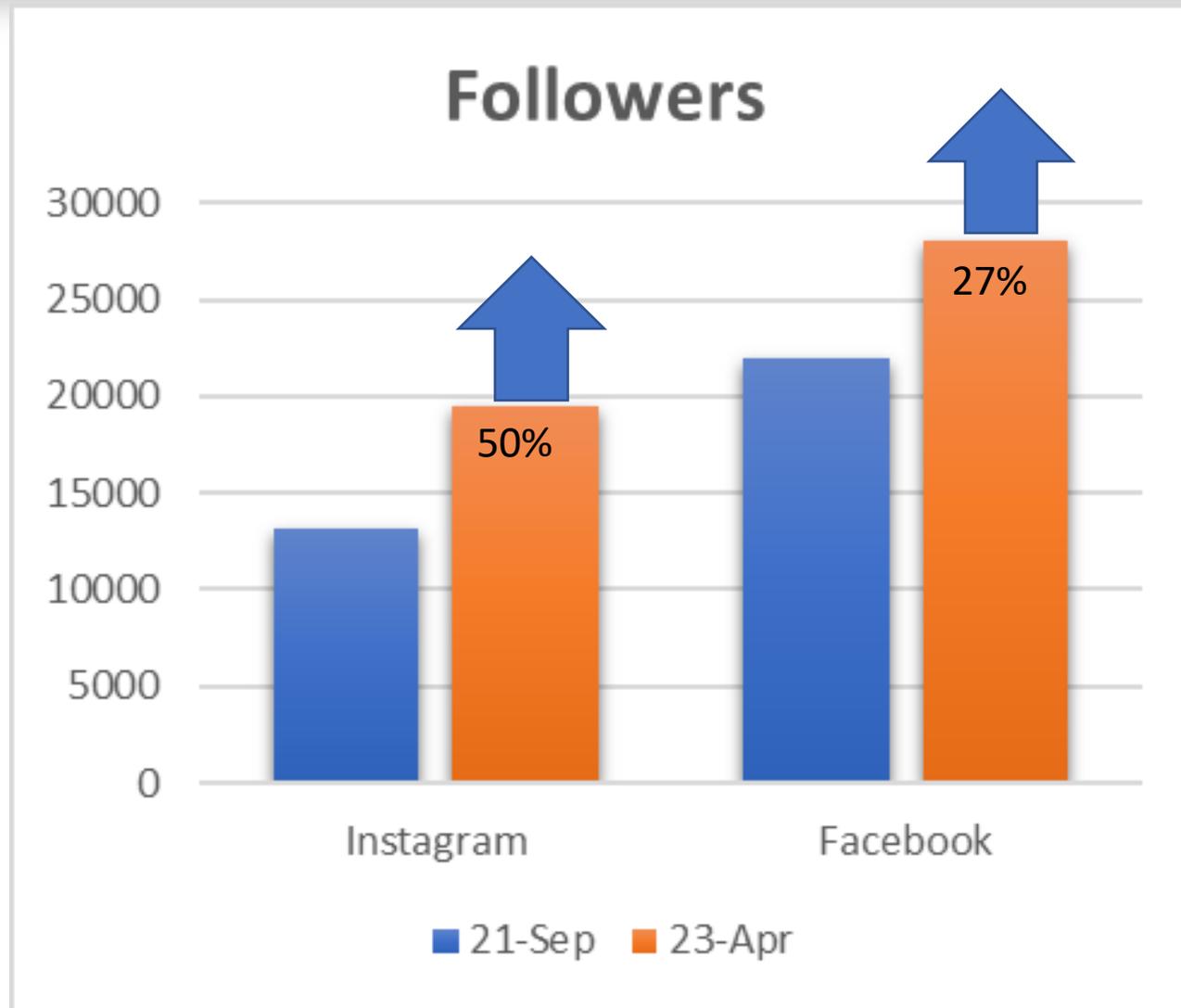


Social Media Successes



100%

Social Media Successes



Media Successes



- watched by more than 2 million people
- \$55K/30 Second Ad
- Valued at \$880K

Social Media Successes

Virginia State University
@VSU_1882

BREAKING NEWS: Our Trojan Explosion Marching Band will travel to the White House on Monday. The VSU band will provide the musical backdrop as guests arrive for the Black History Month Program. This is the first time a university band has been chosen to perform for this event.

12:46 PM · 2/26/23 · **65.2K** Views

View Tweet activity

264 Retweets **37** Quotes **1,026** Likes **6** Bookmarks

198,675	8,909	1,338	996

Overview ⓘ

Reach	198,675
Impressions	209,916
Post reactions, comments and shares	11,243
Total clicks	14,436

Post reactions, comments and shares ⓘ

5177	3727	0	54	0	0

Reactions	8,909
Comments	1,338
Shares	996

- Overall VSU Exposure**
- 2.02 M viewers on tv
 - 198K reach on FB
 - 65K views on Twitter
 - 11K on Instagram
- 2.3 M total**

Media Successes



Media Coverage

Media Successes

The screenshot shows the abc8NEWS website interface. At the top, there's a navigation bar with 'NEWS', 'WEATHER', 'TRAFFIC', 'WATCH', 'COMMUNITY', and 'More'. A search bar is also present. Below the navigation, there's a 'WEATHER ALERT' section for Albemarle County, Amelia County, Appomattox County, Brunswick County, Buckingham County, and Caroline County. A large 'Ads by Google' placeholder is visible. The main article is titled 'Sen. Jennifer McClellan running for Virginia's 4th Congressional District seat' by Dawn Mizshahi, dated Dec 13, 2022. The article features a photo of Sen. Jennifer McClellan speaking at a podium with the Virginia State University logo in the background.

McClellan Announcement

The screenshot shows the CBS 6 NEWS website interface. At the top, there's a navigation bar with 'NEWS', '67 weather alerts', and 'Watch Now'. The main article is titled 'As she makes history, those who know McClellan reflect on past accomplishments'. Below the title is a video player showing a group of students in a classroom setting, with a caption: 'Students at Virginia State University discuss Jennifer McClellan's win becoming the first Black woman to represent Virginia in the U.S. Congress.' To the right of the video is a graphic for 'PROBLEM SOLVERS' with the CBS 6 logo and the text 'CONTACT PROBLEM SOLVERS'. Below the graphic is the text 'Contact the CBS 6 Problem Solvers'.

Dr. Wes Bellamy
VSU Political Science Course

Branding/Marketing Initiatives



Education
Advisory
Board

Branding Initiatives





FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



FOURTH FLOOR



BASEMENT

Branding Initiatives



- Future Initiatives
- Virginia Hall
- Multi-Purpose Center

Branding Initiatives

Modular Dorms



Branding Initiatives



Telling Our Story



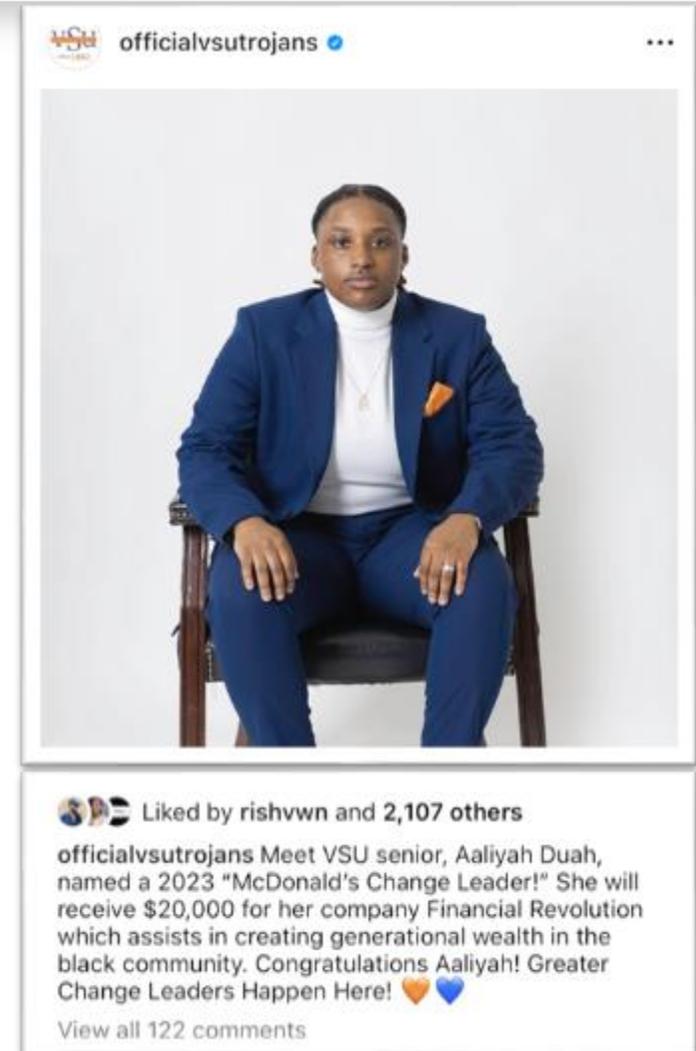
Kendrick Mason Wiggins
HBCU White House Press Briefing

Priority 3: Provide a Transformative VSU Student Experience that Supports the Holistic Development of Students to facilitate and promote leadership development, career readiness and civic engagement programs

Telling Our Story



- McDonald's Change Leaders
- Aaliyah Duah
- Financial Revolution
- \$20,000



Mission Moment



 WTVR-TV
<https://www.wtvr.com> › local-news

He survived an abusive childhood. Now he's Ivy League bound

May 13, 2022 — When Kyle Jacobs walks across the stage to be handed his diploma on Saturday, his journey is unlike most of the other Virginia State ...



 NBC12
<https://www.nbc12.com> › 2022/05/19

From homeless to Ivy League: VSU graduate headed to Columbia

May 19, 2022 — Richmond native and former Armstrong High School student Kyle Jacobs graduated recently from Virginia State University an...

 COLUMBIA SPS
School of Professional Studies

MENU



Student - March 8, 2023

Blog: Sustainability Management Student and HBCU Fellow Kyle Jacobs on His Film 'I Don't Care'

Review

- Media Successes
- Branding Initiatives
- Telling Our Story

