

## Plan Vision

Western Carolina University completed its 2020 Vision strategic plan in 2012. The plan identified important initiatives under six strategic directions, the sixth of which was to “Garner Support for Our Vision.” At the heart of that piece of the plan was a call for the university to “develop and implement comprehensive and consistent communications and marketing plans designed to fulfill the university’s strategic priorities.”

In addition, the 2020 Vision plan spells out the role of marketing and communications in other strategic directions, including “fulfill the educational needs of our state and region” by positioning WCU as the cultural heart of the region and a preferred provider of graduate education, promoting the Cullowhee campus and Biltmore Park instructional site as conference destinations, and recruiting students into curricular focus area programs; “enrich the total student experience” by sharing with external and internal audiences the accomplishments of students, faculty and staff, and ensuring that university events are properly promoted; and “enhance our external partnerships” by ensuring that the external community is informed about university programs, services, facilities and expertise.

The first step of development of this integrated marketing and communications plan was the reorganization of the former Division of Advancement and External Affairs.



















