

| Strategic Goal | Measures of Success | Targets | Benchmark |
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| Goal 3. SVSU is widely known across Michigan as a sought-after institution of higher learning. | Increase SVSU's reputation standing relative to competitors. | Move toward median or above the peer institutions in Dartlet's external survey by Fall 2018. | SVSU ranked below peer institutions for "strongest overall reputation" in Fall 2015 External Survey. |
| | A marketing plan that contributes to increased SVSU public awareness. | Move toward median rankings in Student Insights Report by Spring 2018. | SVSU ranked #11 among Michigan institutions in awareness perceptions among High School seniors surveyed in spring 2016. |
| | Increased alumni engagement with SVSU. | 2,500 alumni enrolled in SVSU Connect, 20 affinity groups established and a 10% increase in the Legacy enrollments by June 2017. | As of August 2016 - 1,535 alumni enrolled in SVSU Connect, 14 affinity groups and 193 Legacy enrollments. |
| | Improved web site performance and efficiency and increased social media followers through the revitalization and centralization of web management process and content. | Increase new web visitors and search engine traffic by 7%, increase social media followers by 10% by June 2017. | As of 9/2016, new user visits total 33% of overall web site visitors, search engine traffic at 42% of overall visits to website. SVSU <u>followers</u> as of August 2016 - Facebook - 26,757, Twitter - 4,651, YouTube - 592, Instagram - 1,496. |