



WVU FY2022 BUDGET:
PREPARING WORKERS AND ENHANCING
WEST VIRGINIA'S ECONOMY AND HEALTH

February 2021

THANK YOU FOR YOUR SUPPORT



THE BASICS



- ✓ WVU was founded in 1867 as the Agricultural College of West Virginia
- ✓ We are one of America's original land-grant universities established by the Morrill Act of 1862
- ✓ WVU is accredited by the Higher Learning Commission; many programs hold specialized accreditation

OUR STUDENTS COME FROM



108

COUNTRIES



ALL 50 U.S. STATES
(PLUS D.C.)

WVU MORGANTOWN – DEGREES CONFERRED

	Conferral Year				
	2015-16	2016-17	2017-18	2018-19	2019-20
College of Business and Economics	781	830	827	932	915
College of Creative Arts	134	131	166	193	165
College of Education and Human Services	550	629	706	606	448
College of Law	118	110	101	106	107
College of Physical Activity and Sport Sciences	274	302	259	276	344
Davis College of Agriculture, Natural Resources and Design	481	482	506	513	509
Eberly College of Arts and Sciences	1,862	1,746	1,675	1,607	1,752
Intercollegiate Programs		21	21	26	30
Reed College of Media	380	473	410	387	360
School of Dentistry	85	87	84	67	76
School of Medicine (including medical and related health degrees)	405	439	444	448	489
School of Nursing	257	241	227	246	269
School of Pharmacy	101	90	86	75	76
School of Public Health	61	43	74	96	100
Statler College of Engineering and Mineral Resources	899	961	997	1,031	937
University College	268	55	N/A		
Grand Total	6,656	6,640	6,583	6,609	6,577

Highlights

33,065

total number of
degrees WVU
Morgantown has
produced since
2015-2016

WVU MORGANTOWN – UNDERGRADUATE SIX-YEAR GRADUATION RATES

	Cohort Term					Highlights
	2010	2011	2012	2013	2014	
Center for Learning, Advising and Student Success	52%	50%	51%	49%	49%	<p>7% increase change in six-year graduation rates over the last five years</p>
College of Business and Economics	84%	65%	61%	62%	67%	
College of Creative Arts	65%	61%	60%	54%	70%	
College of Education and Human Services	60%	67%	68%	67%	74%	
College of Physical Activity and Sport Sciences	47%	53%	56%	59%	59%	
Davis College of Agriculture, Natural Resources and Design	58%	61%	62%	60%	61%	
Eberly College of Arts and Sciences	66%	71%	71%	71%	71%	
Reed College of Media	75%	74%	73%	73%	74%	
School of Dentistry	100%	67%	73%	77%	100%	
School of Medicine (including medical and related health degrees)	64%	68%	65%	65%	76%	
School of Nursing	83%	86%	92%	85%	84%	
Statler College of Engineering and Mineral Resources	63%	59%	63%	69%	66%	
WVU Total	57%	58%	59%	60%	61%	

ECONOMIC IMPACT

WVU is a huge economic engine

Annual economic impact
on state economy

WELL
OVER
\$2
BILLION

Total employment impact
of more than

11,200
JOBS

THE WVU SYSTEM

Campuses in *Morgantown*, *Keyser* and *Beckley*

Health Sciences campuses in *Charleston* and *Martinsburg*

WVU Extension agents located in all 55 counties

MORGANTOWN

26,921

360+ MAJORS

BECKLEY

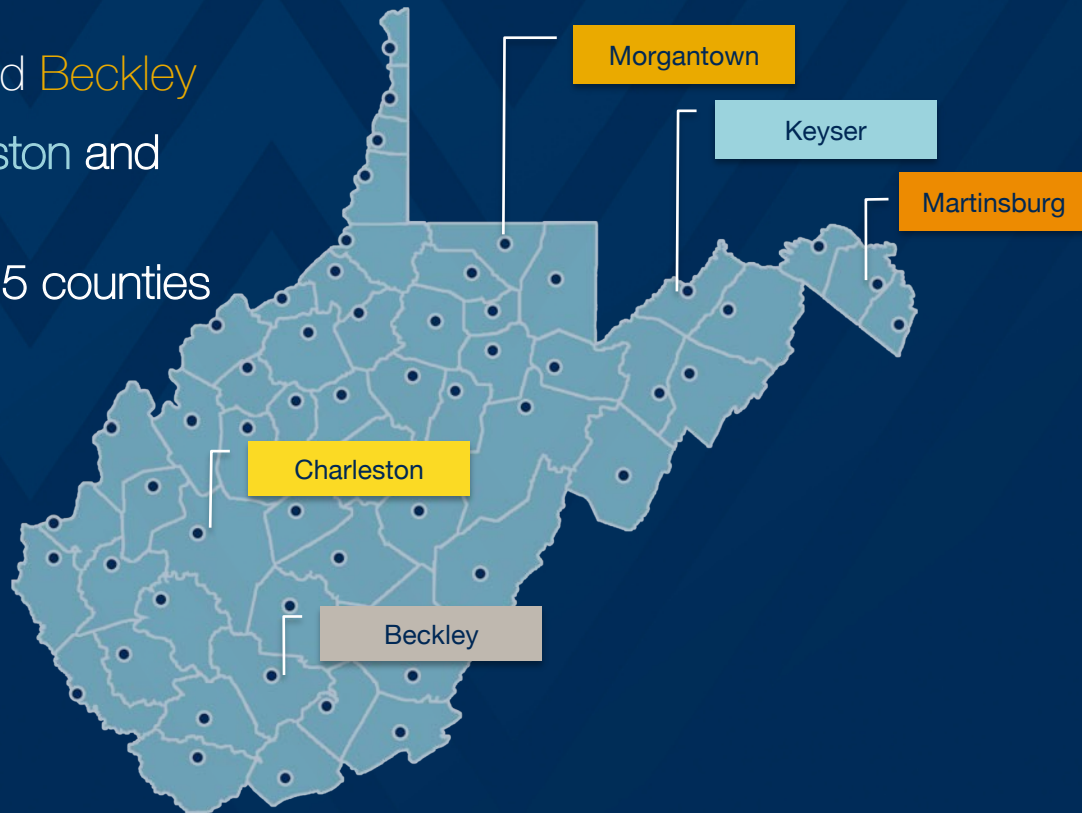
1,619

40+ MAJORS

KEYSER

1,362

50+ MAJORS



NOTABLE PROGRAMS

MULTIPLE ACCREDITED ENGINEERING SCHOOLS

- / Civil and Environmental
- / Petroleum & Natural Gas
- / Mining
- / Chemical & Biomedical
- / Computer Science & Electrical
- / Mechanical & Aerospace
- / Industrial & Management System
- / Cybersecurity
- / Construction Management

FORENSIC AND INVESTIGATIVE SCIENCE

- / One of the first programs in the country
- / Developed in partnership with the FBI
- / Largest complex of its kind on any college or university campus
- / Only program in the country to offer bachelor's, master's and doctoral degrees in forensic science

WVUteach

- / Science or math degree plus a secondary teaching certificate in four years

NOTABLE PROGRAMS

CHAMBERS COLLEGE

- / Innovation and Entrepreneurship
- / Global Supply Chain Management
- / Management Information Systems

ADVENTURE RECREATION MANAGEMENT

- / WVU Beckley, only 13 miles from Summit Bechtel Reserve — the site of the Boy Scouts of America's National Scout Jamboree — offers this BS in delivering outdoor experiences and related services

ENERGY LAND MANAGEMENT

- / One of 10 programs in North America accredited by the American Association of Professional Landmen

NOTABLE PROGRAMS

NURSING

- Programs include nine total undergraduate and graduate-level degree options across four campuses throughout the state
- Each student completes 100 hours of community service in clinics, hospitals and other nonprofit organizations
- 98% passing rate for first-time NCLEX-RN test-takers
- Near 100% job placement rate
- The new WVU School of Nursing campus located at WVU Medicine United Hospital Center in Bridgeport soon will offer an undergraduate program for aspiring nurses

MEDICINE

- Rural Family Medicine
- Heart & Vascular Institute
- Cancer Institute
- Emergency Medicine
- Exercise Physiology
- Pediatrics
- Occupational Therapy
- Dermatology
- Ophthalmology
- Physical Therapy
- Surgery
- Obstetrics and Gynecology
- Neurology
- We are a comprehensive Academic Medical Center

PUBLIC HEALTH

- Only School of Public Health in WV
- Dedicated to tackling public critical health issues through innovation and community engagement

DENTISTRY

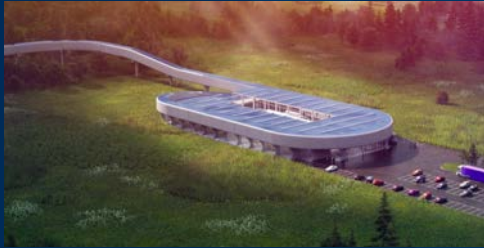
- Degrees in dental hygiene, dental practice & rural health, orthodontics, periodontics, pediatric dentistry, endodontics and more

CENTERS, INSTITUTES AND MULTIDISCIPLINARY PROGRAMS



- / WU Rockefeller Neuroscience Institute
- / Center for Free Enterprise
- / Energy Institute
- / Vantage Ventures

STIMULATING JOB GROWTH



VIRGIN HYPERLOOP

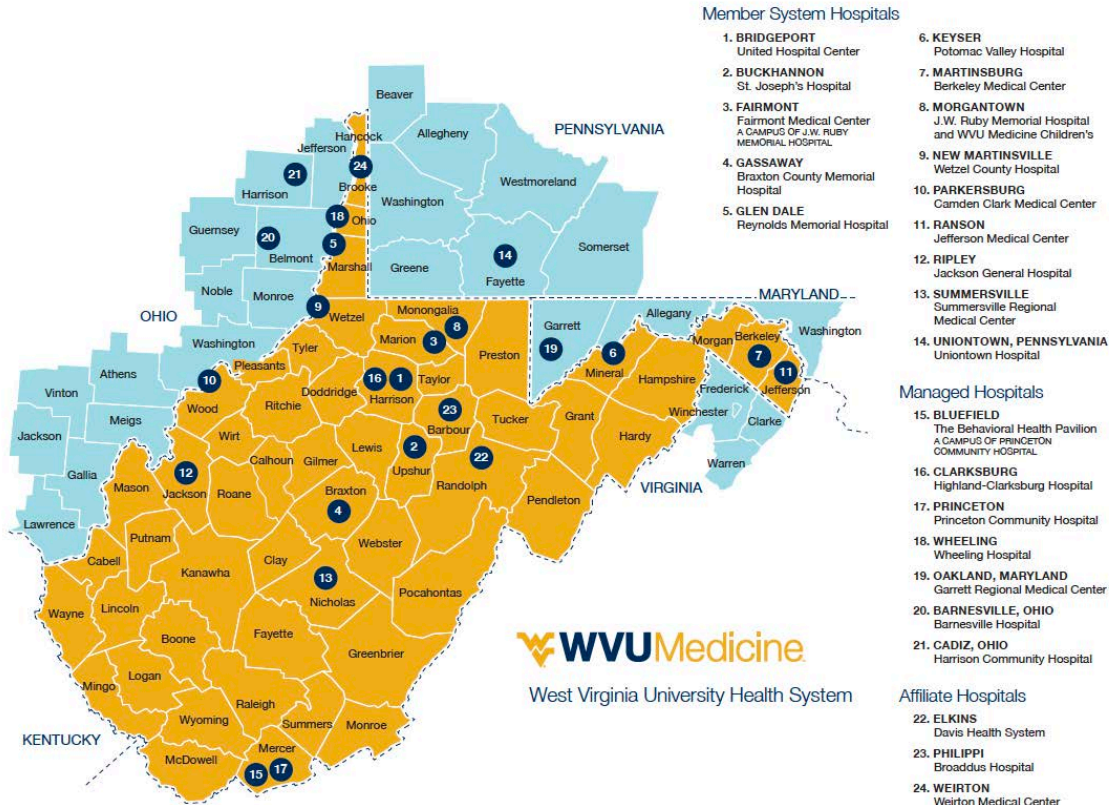
- ✓ The Virgin Hyperloop Certification Center will source local talent to hire 150-200 engineers and technicians for the facility
- ✓ In addition, the construction and manufacturing of the project will create 7,300 jobs throughout the region in the next five years
- ✓ The longer-term operation phase of the project will create 6,000 job opportunities at the facility



REMOTE WORKER PROGRAM

- ✓ With support from Brad and Alys Smith, WVU is using West Virginia's outdoor assets to ignite the economy, develop world-class recreational infrastructure and expand outdoor educational opportunities
- ✓ The Outdoor Economic Development Collaborative's remote worker program will fuel entrepreneurial and innovative thinking by bringing talent to the state

WVU MEDICINE – WVU HEALTH SYSTEM



WVUMedicine
West Virginia University Health System

STATE APPROPRIATIONS
ARE CRITICAL TO WVU'S
SUCCESS

FY2021 APPROPRIATIONS – WVU HEALTH SCIENCES CENTER

WVU Health Sciences Morgantown Campus	\$15,056,370
WVU Health Sciences Charleston Campus	\$2,286,711
WVU Health Sciences Eastern Campus	\$2,235,352
WVU School of Health Sciences -- BRIM	\$1,203,087
Rural Health Outreach Program (Lottery)	\$164,517
Health Sciences Career Opportunity Program (Lottery)	\$336,987
HSTA Program (Lottery)	\$1,761,948
WVU Health Sciences Rural Health Institute (Lottery)	\$1,181,728
WVU Center for Excellence in Disabilities (Lottery)	\$313,517
WVU Health Sciences Center (Special Revenue)	\$16,425,647
MA Public Health Program	\$52,445
Total	\$ 41,018,309

FY2021 APPROPRIATIONS – WVU GENERAL APPROPRIATIONS

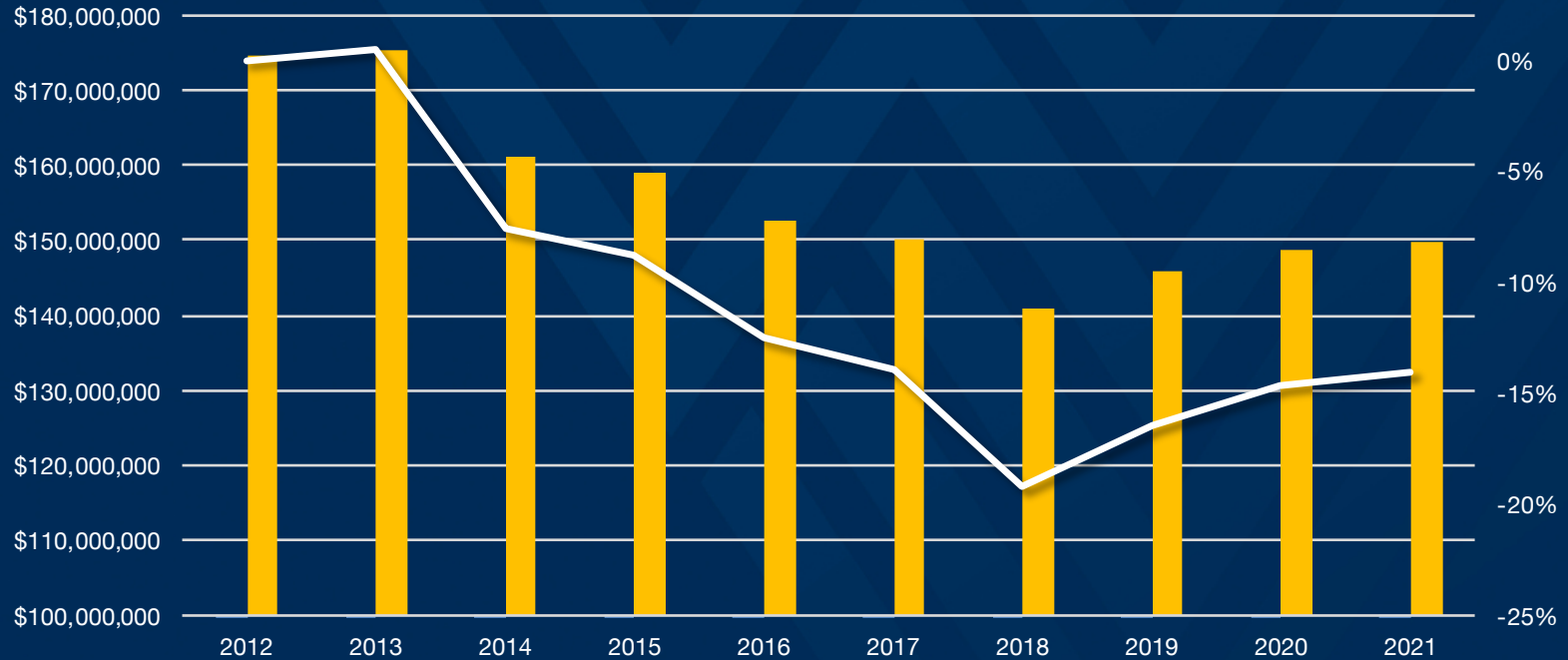
WVU General Appropriation	\$97,017,960
WVU Tech in Beckley	\$8,020,938
WVU Potomac State in Keyser	\$4,512,711
Energy Express	\$382,935
Brownfields	\$316,516
Jackson's Mill	\$491,458
Total – WVU General Appropriations	\$110,742,518
Total – WVU Health Sciences Center Appropriations	\$41,018,309
Grand Total	\$151,760,827

WVU IN FY2022

- ✓ The University has requested a flat budget appropriation, identical to the FY2021 appropriation



REDUCTION IN STATE APPROPRIATIONS



STATE SUPPORT FOR OUR PEERS AND NEIGHBORS

University of Missouri	\$416,800,000
University of Texas at Austin	\$374,000,000
Virginia Tech University	\$303,800,000
Auburn University	\$288,700,000
University of Kentucky	\$265,000,000
Kansas University	\$256,600,000
Penn State University	\$243,000,000
Iowa State University	\$237,000,000
Texas Tech University	\$205,974,238
Virginia Commonwealth University	\$195,225,000
University of Pittsburgh	\$183,146,000
West Virginia University	\$183,000,000
Kansas State University	\$172,300,000
Temple University	\$158,200,000

WITH THE STATE'S INVESTMENT, WVU GENERATES MILLIONS MORE:

- ✓ The University received about **18%** of its revenues from the State – in other words, for **\$0.18** the State provides to it, the University generates another **\$0.82** in revenues
- ✓ All told, the State's economy gets **\$20** for every **\$1** the State invests in WVU
- ✓ Over **60%** of our budget is support for our people; reductions in State support will mean layoffs and pressure to raise tuition



WE ARE A RESEARCH UNIVERSITY



The Carnegie Foundation for the Advancement of Teaching classifies WVU as a Research University (R1, Very High Research Activity), the top Carnegie Classification

We are one of the only 115 institutions to receive an R1 out of the nation's more than 4,500 higher education institutions

In FY2020, West Virginia University generated **\$222.5 million** in federal, state and industry grants

LET'S GO MOUNTAINEERS!

Member of the

BIG 12 CONFERENCE

18 INTERCOLLEGIATE SPORTS

Including women's and men's basketball,
women's and men's soccer, golf, rowing,
baseball and swimming and diving

**Athletics is completely funded outside of
any State monetary support or appropriation**



FY2021: WVU AND THE CORONAVIRUS

Disinfection of Facilities and Sanitizing Products	\$1,655,000
PPE	\$1,121,000
Communications	\$149,000
Testing	\$8,605,000
Distance Learning and Teleworking	\$1,817,000
COVID Research, Fabrication and Testing Swab Production	\$124,000
Payroll for Public Health and Safety	\$586,000
Transportation Costs	\$2,733,000
Quarantine Costs/Medical Care	\$557,000
Campus Safety/Contact Tracing/Command Center	\$60,000
Student Support and Social Distancing Measures	\$996,000
Total Expenses Incurred to Date	\$18,403,000
Expected for the Remainder of the Year	\$4,597,000
Total FY2021 COVID-19 Expenses	\$23,000,000

FY2021: WVU AND THE CORONAVIRUS

Gross Tuition Revenue Loss	\$9,000,000
University Fees Reduction	\$5,800,000
Housing & Dining Revenue Reduction Due to One-Week Delay in Classes (Fall 2020)	\$1,839,000
Housing Revenue Loss	\$1,600,000
Parking Revenue Loss	\$950,000
Loss in Other Revenues (conference registrations, summer camps, study abroad, trademark licensing, rent receipts, farm sales, etc.)	\$6,700,000
Athletics	\$29,500,000
Total Loss of Revenues	\$55,389,000

OVERALL FINANCIAL IMPACT CORONAVIRUS

Fiscal Year 2020 Revenue Loss	(\$21,803,000)
Fiscal Year 2020 Additional Expenses	(\$8,178,000)
Fiscal Year 2020 CARES Act Relief	\$10,087,000
Fiscal Year 2020 Deficiency Before Cost Savings Measures	(19,894,000)
Fiscal Year 2021 Revenue Loss	(\$55,389,000)
Fiscal Year 2021 Expenses	(\$23,000,000)
Fiscal Year 2021 CARES & HEERF Relief (and related relief obtained to date)	\$24,532,000
Fiscal Year 2021 Deficiency Before Cost Savings Measures	(\$53,857,000)
Total Net Impact of COVID-19 on WVU through FY2021 Before Cost Saving Measures	(\$73,751,000)

UNIVERSITY RESPONSE TO MANAGING THROUGH THE PANDEMIC: FY2021

- ✓ Reduced expenses by 5%, a reduction by more than **\$35 million** in expenses over initial expected budget
- ✓ Paused and re-evaluated capital projects
- ✓ Maximized reimbursement of expenses and loss of revenues at the State and Federal level
- ✓ Took advantage of bond debt refinancing that provided needed cash up front
- ✓ Took advantage of several provisions of the CARES Act
- ✓ Plan to issue debt for deferred maintenance projects
- ✓ Instituted a hiring freeze, with limited exceptions
- ✓ Unveiled a Voluntary Phased Retirement Incentive Plan

CUTTING EXISTING EXPENSES TO MANAGE AND ALLOW FOR REINVESTMENT

- ✓ Since FY2016, we have made targeted reductions and reallocations of spending in excess of **\$100 million**
 - ✓ Reductions in FY2017 — **\$29 million**
 - ✓ Reductions in FY2018 — **\$20 million**
 - ✓ Reductions in FY2019 — **\$5 million**
 - ✓ Reductions in FY2020 — **\$15 million**
 - ✓ Reductions in FY2021 — **\$35 million**
- ✓ Voluntary Separation Incentive Plan (VSIP) — Reduced headcount of more than 135 (almost **\$6.5 million** in savings)
- ✓ We outsourced our dining services
- ✓ FY2021 budgeted expenses were less than FY2020 actual expenses
- ✓ **There is not room to make additional cuts without significant harm to the University, its students and the communities it supports across the entire state**

UNFILLED FTES BY SALARY TIERS

ANNUAL SALARY	UNFILLED FTES
< \$32,000	410
\$32,000 – \$64,000	159
\$64,000 – \$100,000	49
Over \$100,000	29
TOTAL	647 (Only 51 are funded)

- WVU has approximately 6,500 benefit eligible employees
- Our annual turnover rate is between 11-13%, so we normally run around 700 to 800 vacancies on average during a year
- Given that we know that we will have vacancies, a certain number of our vacancies are not funded. In other words, we know we will not be at full employment every year, and so we do not budget 100% of our filled vacancies
- Right now, we only consider 51 of our vacancies to be funded

THANK YOU



WEST VIRGINIA UNIVERSITY'S COVID-19 RESPONSE

Furthering our land-grant mission and supporting our fellow West Virginians in their time of need

Throughout the past year, West Virginia University has demonstrated the Mountaineer spirit of rugged determination in working with communities across the state to address challenges related to the COVID-19 pandemic. Aligned to our land-grant mission, our students, faculty and staff have come together to support our fellow West Virginians in their time of need and lead the way in developing innovative solutions in response to COVID-19. These efforts would not have been possible without vital State support.

COVID-19 Testing and Contact Tracing

- To promote the health and safety of our campuses and prevent potential community spread, **WVU** has performed more than 100,000 student and employee COVID-19 tests across the **WVU System**.
- Beginning in September 2020, **WVU** partnered with the **West Virginia National Guard** and the **Monongalia County Health Department** to hold free weekly community COVID-19 testing at the WVU Student Recreation Center.
- **WVU Shared Services** in partnership with **WVU Student Health Services** has performed case management and contact tracing services for our campus community. Since August 2020, these teams have notified more than 2,700 individuals who tested positive for COVID-19. These teams also have made more than 3,400 phone calls to individuals identified as close contacts to those who tested positive.
- **WVU Shared Services** has supported the **Monongalia County Health Department** and the **West Virginia Department of Health and Human Resources** in contacting constituents on behalf of these agencies and updating information in the Chexout health surveillance platform, which is used for contact tracing.



COVID-19 Vaccinations

- **WVU** is prioritizing vaccine distributions among its faculty and staff based on guidelines from the **West Virginia Joint Interagency Task Force**, the **Centers for Disease Control and Prevention** and other health experts.
- Faculty and staff aged 65 and older received priority for the first waves of vaccines, followed by those aged 50 and older.



- Teams of faculty, residents and students from the **WVU School of Pharmacy** have vaccinated several thousand individuals, including residents and staff of nursing homes, elementary/middle school teachers, **WVU Medicine** employees and **WVU** faculty and staff.

Public Outreach and Support

- ✓ In March 2020, **Gov. Jim Justice** named **Dr. Clay Marsh**, vice president and executive dean for **WVU Health Sciences**, the state's COVID-19/Coronavirus Czar. Since that time, Dr. Marsh has led many of West Virginia's COVID-19 testing and vaccination efforts and overall response to the pandemic.
- ✓ **WVU School of Pharmacy** faculty member **Dr. Elizabeth Scharmann** is the director of the state COVID-19 hotline, which to date has answered approximately 50,000 calls from West Virginia residents.
- ✓ **WVU School of Pharmacy** faculty member **Dr. Krista Capehart**, who also has a joint position with the **West Virginia Board of Pharmacy**, designed and executed the statewide plan to use community pharmacies to vaccinate long-term care facilities, including nursing homes. Dr. Capehart also has been instrumental in helping the **West Virginia National Guard** with vaccine distribution.
- ✓ The **WVU School of Pharmacy's Office of Continuing Education** has conducted several virtual events to certify additional pharmacists as vaccinators. This team also provided pharmacists across the state multiple hours of live web-based continuing education on COVID-19 vaccine developments as new data emerged.
- ✓ **Dr. Jeffrey Coben**, dean of the **WVU School of Public Health**, chaired the team that worked on establishing the metrics for the **West Virginia County Alert System**. Dr. Coben also is a member of the review panel for the school alert system. Additionally, along with **WVU School of Public Health** faculty member **Dr. Linda Alexander**, Dr. Coben is a member of the **West Virginia Department of Health and Human Resources Vaccine Advisory Committee**.
- ✓ **William D. Ramsey**, associate vice president and chief collaboration officer at **WVU Health Sciences**, is a member of the **State Pandemic Leadership Team**. A partial list of Dr. Ramsey's areas of support include providing coordination and medical advice in the development of protocols for usage of various COVID-19 treatments, researching and developing recommendations on IT solutions to support COVID-19 response efforts, developing protocols for use of Rapid Antigen Testing in nursing homes, long-term care facilities and colleges and universities as well as logistics support for the **WVU Rapid Development Lab**.
- ✓ **Lisa M. Costello**, assistant professor within the **WVU School of Medicine**, serves as an advisor to the state health officer and the **West Virginia Bureau for Public Health**. She was instrumental in launching **WV Project ECHO: COVID-19 Response** and serves as an expert hub member in biweekly sessions to educate West Virginia health professionals about COVID-19.

Costello also worked with the **WVU College of Education and Human Services** to launch the **#LETSGOgratitude** project, which provides students the opportunity to send messages of support to frontline workers. Further, Costello helped coordinate the State's long-term facility testing plan and serves as the assistant public information officer for information products for the **West Virginia Joint Interagency Task Force's Joint Information Center**.

- ✓ **Dr. Brad Price**, assistant professor of business data analytics within the **WVU John Chambers College of Business and Economics**, leads the **Data Driven WV** team. This team has been integral in helping State leadership gain a better understanding of what's happening on the ground and assessing the needs of frontline workers to enable West Virginia to continue to provide its citizens protection from COVID-19. The team's efforts to date primarily have focused on PPE and vaccine supply chain distribution.



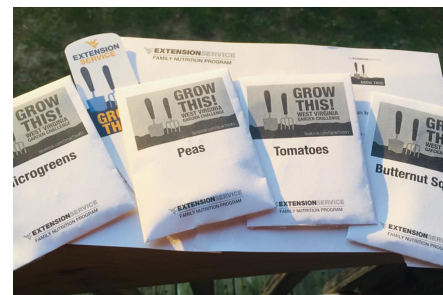
- / **Laura F. Gibson**, senior associate vice president for Research and Graduate Education, leads the **HSC Scientific Task Force**, which includes more than 40 research labs and clinical staff focused on addressing State needs in response to COVID-19. Highlights of the task force's efforts include:
 - / **3D Printed Swab Production** – More than 135,000 swabs have been produced to date and combined with in-house viral transport media to create assay collection kits for the State.
 - / **Rapid Development Laboratory** – The Rapid Development Laboratory was established to overcome limitations in COVID-19 testing and proactively deal with supply chain issues. The Rapid Development Laboratory has completed more than 27,000 COVID-19 tests to date. In collaboration with **Marshall University** and State partners, the Rapid Development Laboratory is developing next-generation sequencing testing to track COVID-19 variants.
 - / **COVID-19 Mobile Testing Laboratory** – Task force members established the first **U.S. Department of Defense** approved COVID-19 mobile testing laboratory through the **National Guard's Clinical Laboratory Improvement Program**. To date, the lab has conducted more than 4,700 COVID-19 molecular assays tests and completed more than 300 testing missions.
- / Additional **HSC Scientific Task Force** accomplishments include:
 - / **Inhalation Toxicology Center (iTox)** – In collaboration with the **West Virginia National Guard** and West Virginia industry, task force members developed the 'West Virginia Mask.' The 3D-printed masks are designed to be used as N95 mask alternatives and to be deployed within the **West Virginia National Guard**.
 - / **Mask Decontamination** – Members of the task force worked with the **West Virginia National Guard** to decontaminate approximately 6,700 N95 masks across the state, including those used in nursing homes, health departments and by EMS personnel.
 - / **Wastewater Testing** – Task force members developed and implemented a combined building and community wastewater monitoring system for the Morgantown area. The system enables data showing population-level COVID-19 levels to direct public health efforts in targeting increased individual testing to specific residential areas.
- / Under the direction of **Sally Hodder**, associate vice president for Clinical and Translational Science, the **West Virginia Clinical and Translational Science Institute (WVCTSI)** is analyzing West Virginia COVID-19 testing data to provide daily reports to the **West Virginia Department of Health and Human Resources** on the instantaneous reproductive number (Rt) values, which is indicative of transmissibility, for the state as a whole and for each county. This analysis helps identify trends using machine learning algorithms and mathematical algorithms to predict counties at highest risk for increasing COVID-19 activity in the next seven days.

The **WVCTSI** team also has developed a registry to collect COVID-19 sequencing data and received a grant from the **National Institutes of Health** to increase SARS CoV-2 testing in West Virginia in partnership with the **West Virginia National Guard** and the **West Virginia Department of Health and Human Resources** among other agencies.



- / From April through October 2020, members of **WVU Shared Services** and the **WVU Division of Talent and Culture** partnered with **WorkForce West Virginia** and the **West Virginia National Guard** to assist with processing unemployment claims across the state. Agents answered more than 26,000 calls for both **Workforce West Virginia** and the **Office of the Governor's Constituent Services**.
- / From August 2020 to January 2021, **WVU Shared Services** aided the **West Virginia Small Business Administration** hotline to support funding distribution inquiries related to the CARES Act.

- WVU Shared Services** is supporting a call center to provide West Virginia residents information on the State's COVID-19 vaccination process and assist them with registration. The center is managed by the **West Virginia Department of Health and Human Resources** with support from the **West Virginia National Guard**. The call center went live in early January, and since that time, WVU Shared Services has dedicated approximately 250-300 hours each week to supporting the effort.
- WVU Extension Service**, which has a presence in all 55 counties, stepped into action to support communities across the state in response to COVID-19. Among other initiatives, the **Energy Express** program helped more than 2,400 children maintain reading levels while on summer break and provided them with two nutritious meals each day. More than 30,000 take-home books were distributed throughout the six-week program. Further, more than 20,000 West Virginians have participated in The **Grow This! WV Garden Challenge**, which is a seed distribution and home gardening education initiative that promotes long-term food access and food security.
- While 4-H camps went virtual this summer, **WVU Jackson's Mill** has continued to be a vital community resource by serving as a COVID-19 vaccination site, a COVID safe location for jury selection hearings and supporting livestock producers as a location for sales.



Research and Innovation

- The **WVU Rockefeller Neuroscience Institute (RNI)**, **WVU Medicine** and **Oura Health** partnered on a national study designed to accelerate early detection of COVID-19 symptoms. RNI developed a digital health platform that utilizes wearable devices, the RNI Health App and cloud-based data analytics with artificial intelligence to identify individuals with viral infections before they are symptomatic.



- WVU School of Music** director of choral activities **Kym Scott** developed a 'performer's mask' that is positioned close to the singer's face and has a sturdy, lightweight framework that keeps the wearer from sucking in the fabric.
- The **WVU School of Public Health** manufactured and dispensed more than 60 liters of hand sanitizer to the **Monongalia County Health Department**, nursing homes and healthcare institutions.
- Engineers from the **WVU Benjamin M. Statler College of Engineering and Mineral Resources** used their expertise to lead a campus-wide effort to create personal protective equipment to support the needs of health care workers. The team partnered with **WVU Health Sciences**, **WVU Davis College of Agriculture, Natural Resources and Design** and **WVU Eberly College of Arts and Sciences** to develop and test surgical mask extenders, face shields and intubation boxes for use in WVU and local medical facilities.
- Experts with the **WVU Center for Inhalation Toxicology** conducted a study that found that — assuming it's a good fit — a gaiter mask will, despite reports, provide a respiratory containment of exhaled droplets comparable to a common over-the-ear cloth mask.
- Researchers from the **WVU Reed College of Media Public Interest Communication Research Lab** are performing COVID-19 messaging analysis to guide the development of a communication campaign to ensure West Virginians get timely, accurate and scientifically sound information related to the vaccine.