

Team Charter
Barton Community College
Public Relations Advisory Board

Name of Team:

Public Relations Advisory Board

Purpose:

“To communicate monthly the activities of the PR & Marketing Department to college leaders and solicit feedback on ideas and projects. It also serves as a way for PR to keep a finger on the pulse of the college.”

Duration and Time Commitment:

Commitment is minimal. One one-hour meeting per month is held. Members are asked to review the agenda that is sent out ahead of time and prepare for the meeting. Occasionally feedback is requested on items within a timeline set by the PR & Marketing Director.

Boundaries and Limitations:

This is a non-decision-making board designed to provide a platform for communication to flow between PR and college leaders. Feedback on items of a subjective nature such as color, photography and design may or may not be implemented depending on the discretion of the PR Department.

Expected results:

Public Relations and Marketing efforts that are more in-tune with the true collective voice of the college.

Membership:

Invitations to serve as a member are sent at the discretion of the PR & Marketing Director.

Membership as of 10.08.16 includes:

- Director of Admissions
- Executive Director of Institutional Advancement
- Dean of Academics
- Dean of Workforce Training and Community Education
- Associate Dean of Distance Education
- Dean of Military Academic Services
- Dean of Fort Riley Technical Education & Military Outreach Training
- Vice President of Instruction and Student Services