

“Life is short. Do the thing.”

- Brandon Steinert

**Public Relations Advisory Board Agenda
July 2016**

1. **Gratitude**
 - a. There is always something to be grateful for!
2. **Community Perception Survey (click to see an executive summary)**
 - a. Data-dive – will take some time to resurface for air!
 - b. 214 responses – need to code and analyze qualitative responses.
 - c. **Timeline** – have data analyzed by Aug. 4.
3. **50th Anniversary in 2019 – potential rebrand opportunity**
 - a. Rebrand delayed until 2 or 3 years after 50th.
4. **PR Specialist | PR & Social Media Specialist**
5. **Communication Pipeline Calendar (no progress yet)**
6. **Recent visuals developed:**
 - a. 16-17 Recruitment Materials
 - i. Viewbook
 - ii. Recruitment Brochure
 - b. New Bus Graphics!
 - c. Ad for Shafer Gallery in Barton/Pawnee Co. Source (GB Tribune publication)
 - d. New photos on Flickr.
 - e. New videos on our Youtube page.
7. **Current campaigns & events**
 - a. Wounded Warrior Golf Tourney – Aug. 27
 - b. Our Town auditions & performance – Aug. 22-23 Auditions
 - c. Foundation Auction – Aug. 27
8. **Miscellaneous**
 - a. \$47,000 budget increase.
 - b. Requested no more money unless I can get a position.
 - c. Offered to reduce marketing budget in exchange for a position.
 - d. We are efficient due to constraints, but it has left us, IMO, less than effective.
9. **My live “to-do” list – it is public.**
10. **Do you know, what we should do? Ready, go – we listen to you! (Comments? Questions?)**

Group 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.”