

**Public Relations Advisory Board Agenda  
July 2017**

1. **Gratitude**
  - a. Brandon: I'm grateful that I don't get bored at work! Seriously - crazy week!
  - b. You: Open floor – share something small and recent you're grateful for (optional).
  
2. **[50<sup>th</sup> Anniversary in 2019-20 – SEPTEMBER 2019 = MAIN EVENT](#)**
  
3. **Community Report**
  
4. **Recent creative developed:**
  - a. [Ag Pop-up stands](#) (old - couldn't recall if shared previously)
  - b. [Foundation Auction promo](#) (digital billboard & GB Post)
  - c. [Fort Riley Fathead Graphics](#) (photos of installed graphics)
  - d. [Degree in Three](#)
  - e. [L-116 Window Graphic](#)
  - f. Update: [Light Pole Banners](#)
  - g. [New Campus Watercolor Painting](#) (includes Fort Leavenworth)
  - h. [Cougar Cheat Sheet](#) (for faculty/staff)
  - i. [New photos on Flickr.](#)
  - j. [New videos on our Youtube page.](#)
  
5. **[Current campaigns & events](#)**
  - a. Out of State Tuition Nullified (FB & Instagram video coming soon)
  - b. GPA/ACT scholarships
  - c. Enrollment Days (now finished!)
  - d. BOL promo to Southeast Asia... Facebook won't let us.
  - e. 100th Anniversary of First Infantry Division: Golf Tournament
  
6. **Ad Agency Projects**
  - a. Dietetics "new national regulations" mailer (having great response!)
  - b. [Excel in CTE BARTonline promo](#)
  - c. Online Associate Degree promotion to all of Kansas and Texas
  - d. [Social Media "Bandaid"](#)
  - e. August Start Dates
  
7. **Mini-retreat - pushed to August**
  
8. **[My live "to-do" list – it is public.](#)**
  
9. **Miscellaneous:** Not enough time to make up a rhyme.
  - a. OSHA Social!
  - b. TeamWork! (Collaboration tool.)
  - c. Shiny new teammate!

**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."