

**Public Relations Advisory Board Agenda
January 2018**

1. **Gratitude:** Share something good in your life at the moment, if you like!
2. **[50th Anniversary in 2019-20 – SEPTEMBER 2019 = MAIN EVENT](#)**
 - a. Next step is forming our group and begin meeting regularly!
3. **Recent Creative Developed:**
 - a. [Junior Day Postcard](#) (adapted for all digital ads)
 - b. [Foundation ad in Chamber Directory](#)
 - c. Another program brochure! ([Dietary Manager](#) & [Scale Tech](#))
 - d. [Various Table Covers](#)
 - e. [New photos on Flickr.](#)
 - f. [New videos on our Youtube page. \(Check out the networking one!\)](#)
4. **Current Campaigns & Event Promo**
 - a. BOL SCHEDULE (Plan | Feb & March)
 - b. MENTAL HEALTH TECHNICIAN (Plan | Feb-March)
 - c. CTE MONTH! (Implement | February)
 - d. CURTAINS THE MUSICAL (Plan | February)
 - e. NURSING (finishing up!)
 - f. JUNIOR DAY (finishing up!)
5. **Upcoming Campaigns**
 - a. Elementary Education (Plan | February)
 - b. Columbia College Partnership (on hold)
 - c. India Marketing (Plan | March thru May)
6. **[ADA PDFs](#) via InDesign (much more challenging than Word)**
 - a. Connie did not have fun with these!
 - b. Also - I'll provide an update on ADA for websites for colleges.
7. **Ad Agency Projects**
 - a. Working on Spring Session 3 now!
 - b. Developing messaging for new schedule.
 - i. "Lazy Baby"
 - ii. "Intimidating Menu"
 - iii. Animated Bart
 - iv. Bart doing yoga (flexible)
8. **Retreat set for tomorrow**
 - a. You all are welcome to come from 2-3 p.m. for goal-setting. We're at Camp Aldrich.
9. **Miscellaneous & open floor! How can we support you?**

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."