

**Public Relations Advisory Board Agenda
April 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. Jumping back on this project next week.
 - b. [The timeline we made](#) - save this link!
3. **Recent Creative Developed:**
 - a. [College Road Billboard Designs](#)
 - b. [Our hallways need help...](#) (suggestion)
 - c. [Bookstore Gift Card](#)
 - d. [Music Dept Trifolds](#)
 - e. [Nurses photo panel](#)
 - f. [New photos on Flickr.](#)
 - g. [New videos on our Youtube page.](#)
4. **Current Campaigns & Event Promo ([Click for Content Calendar](#))**
 - a. BARTonline NEW SCHEDULE (in theaters now too!) (Implement | March-June)
 - b. ELEMENTARY EDUCATION DEGREE IN 3 (Implement | April-May)
 - c. INDIA PROJECT (Implement | March-June)
 - d. ENROLLMENT DAYS (through July)
5. **Upcoming Campaigns**
 - a. COLUMBIA COLLEGE PARTNERSHIP
6. **Things on our radar for promotion**
 - a. Enrollment Days
 - b. BARTonline start dates
 - c. Summer Play Auditions (June 12-13) & Productions (July 24-26)
 - d. Fort Leavenworth Commencement (June 13)
 - e. CUNA Mutual Family Day at the Shafer Art Gallery
 - f. Foundation Auction
 - g. CNA week
7. **Ad Agency Projects**
 - a. Cartoon Bart in various situations.
 - b. Some ad ideas we'll pursue
 - i. Bart doing yoga, i.e. flexible.
 - ii. ~~Bart putting on a small shirt & failing – one size fits all.~~
 - iii. Bart (cartoon) in skates, on skateboard, on bicycle. "Always enROLLing."
8. **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."