

**Public Relations Advisory Board Agenda  
July 2018**

1. **Gratitude:** Share something good in your life at the moment, if you like!
2. **[50<sup>th</sup> Anniversary in 2019-20 – SEPTEMBER 2019 = MAIN EVENT](#)**
  - a. [The timeline we made](#) - save this link!
  - b. [Master Planning Spreadsheet](#)
3. **Billboards?**
4. **Video priorities going into 18-19.**
5. **[Community Report](#)** - Please review 2017 report and provide ideas/feedback for '18 by Aug. 10.
6. **Creative Review:**
  - a. College Road Billboards (they're up!)
  - b. [Digital Billboard in Fort Leavenworth](#) (always changing the messages)
  - c. [Proof of OSHA cert brochure](#)
  - d. [Assessment Institute logo](#) + Leadership Institute Logo
  - e. [Main Wordmark Update](#)
  - f. [Social Media Poster](#)
  - g. [College Advantage Program](#)
  - h. [Fort Riley Billboard replacement](#)
  - i. [New photos on Flickr.](#)
  - j. [New videos on our Youtube page.](#)
7. **Campaigns & Event Promo ([Click for Content Calendar](#))**
  - a. MEDICAL ASSISTANT (Collaborating with KU Health Systems for "career fairs")
  - b. PHARMACY
  - c. EARLY CHILDHOOD EDUCATION
  - d. FOUNDATION AUCTION
  - e. COLUMBIA COLLEGE PARTNERSHIP
  - f. BARTonline NEW SCHEDULE (in theaters now too!) (Implement | March-June-?)
  - g. ~~INDIA PROJECT (Completed - following up.)~~
  - h. ~~ENROLLMENT DAYS (Completed)~~
8. **Upcoming Campaigns**
  - a. **Senior Day!**

**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."

**9. Things on our radar for promotion**

- a. Shafer "Topographies" exhibit Aug. 10.
- b. BARTonline start dates - Fall Sessions 1, 2, 3.
- c. Foundation Auction Ticket Deadline - Aug. 13.
- d. Planetarium shows beginning Aug. 20.
- e. Play Auditions - Aug. 21-22.
- f. Wounded Warrior Sept. 22

**10. 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 (cartoon) in skates, on skateboard, on bicycle. "Always enROLLing."
- c. **Update: Cutting ad agency contract in half.** Utilizing for some creative work. Chelsea is handling scheduling of ads going forward!

**11. Miscellaneous & open floor! How can we support you?**