

**Public Relations Advisory Board Agenda
August 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. [The timeline we made](#) - save this link!
 - b. [Master Planning Spreadsheet](#)
3. **Billboards - Chelsea got us a BOGO bargain.**
4. **Video priorities going into 18-19.**
5. **[Community Report](#)** - Thanks for your feedback! Next edition in progress!
6. **Creative Review:**
 - a. [Auction logo](#)
 - b. [Admissions license plate](#)
 - c. [High School Visit poster](#)
 - d. [Admissions pop up thingy](#)
 - e. [CDL program card](#)
 - f. [Social Media Poster](#)
 - g. [Harvey Poster](#) (auditions)
 - h. [Shafer Gallery Billboard](#)
 - i. [STEM icons](#)
 - j. [New photos on Flickr.](#)
 - k. [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. BARTonline NEW SCHEDULE (in theaters now too!) (Implement | March-June-?)
8. **Upcoming Program Campaigns**
 - a. ADULT ED / GED
 - b. NATURAL GAS
9. **Things on our radar for promotion**
 - a. Fall Play Oct. 5, 6, 7
 - b. Wounded Warrior Sept. 22
 - c. Senior Day
 - d. Academics Month
10. **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.”