

**Public Relations Advisory Board Agenda
September 27, 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. **Community Report** - Next edition in progress!
4. **Creative Review:**
 - a. [Harvey TV Ad](#)
 - b. [Harvey Tribune ad](#)
 - c. Local Billboards (planning to run now through next year for 50th)
 - i. [RollCougs](#)
 - ii. [Cougar Country](#)
 - d. [Junior Day save-the-date](#)
 - e. [Senior Day save-the-date](#)
 - f. [OSHA digital billboard in Topeka](#)
 - g. [Recruitment calendar](#) (proof)
 - h. [New program brochures](#) (OSHA, EMS, HWW, Dance)
 - i. Check out [Flickr](#).
 - j. Check out [YouTube](#).
5. **Campaigns & Event Promo ([Click for Content Calendar](#))**
 - a. **MEDICAL ASSISTANT**
 - b. BARTonline SESSION 4 & 5 + NEW SCHEDULE
 - c. **HARVEY**
 - d. GPA PAY THE WAY
 - e. OSHA (Google & Digital billboard test run in Topeka)
 - f. **SENIOR DAY**
 - g. ACADEMICS MONTH
6. **Upcoming Program Campaigns**
 - a. ADULT ED / GED
 - b. NATURAL GAS
7. **Things on our radar for promotion**
 - a. Student Production Auditions
 - b. Sneak Preview Concert
 - c. [Things I haven't thought about that you will now put on our radar!]
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."