

**Public Relations Advisory Board Agenda  
November 30, 2018**

1. **Gratitude:** You're welcome to Share something good in your life at the moment!

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. **Community Report** - DONE

4. **Creative Review:**

- a. [Career Driven Brochure](#)
- b. [HERO signs](#)
- c. [Napkin Dispenser Designs](#)
- d. [Health & Wellness Fair - Nursing Ad](#)
- e. [Yearbook Ad \(Hoisington\)](#)
- f. Bus graphics coming soon. ;)
- g. Check out [Flickr](#).
- h. Check out [YouTube](#).

5. **Campaigns & Event Promo ([Click for Content Calendar](#))**

- a. **MEDICAL ASSISTANT**
- b. BARTonline Intersession + NEW SCHEDULE
- c. GPA PAY THE WAY
- d. OSHA (Google & Digital billboard test run in Topeka)
- e. ACADEMICS MONTH
- f. NURSING 2019 APPLICATION
- g. NATURAL GAS

6. **Upcoming Program Campaigns**

- a. ADULT ED / GED

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

- a. Shafer Open House - Sunday
- b. Intersession classes - Sunday
- c. Holiday Concert - Monday
- d. Finals week & winding down.
- e. Planning content to schedule out over break. (Elf on a shelf.)
- f. History of Dance (yesterday)
- g. [Things I haven't thought about that you will now put on our radar!]

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

[ **Websites | Features | Releases | Photography | Video | Design | Social Media | Advertising | Events** ]

**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."