

Public Relations Advisory Board Agenda
June 26, 2019

1. **5-minute opener:** What are you *excited about* in life right now? Professionally or personally.
2. **50th Anniversary in 2019-20 – SEPTEMBER 2019 = MAIN EVENT**
 - a. [The timeline we made](#)
 - b. [Master Planning Spreadsheet](#)
 - c. [Quarterly Events](#)
 - d. [Save the Date for September event.](#)
3. **Updated Brand Guide**
4. **Creative Review (from May meeting)**
 - a. [GVP Pop Ups](#)
 - b. [Nurse Composites](#)
 - c. [Studio 34 Ideas](#) (check these out!)
 - d. [Kirkman West Windows](#)
 - e. [Pole Banners for 50th](#) (going up soon)
 - f. [Bob Bart Ross](#)
 - g. Check out [Flickr](#).
 - h. Check out [YouTube](#).
5. **Creative Review (current)**
 - a. [Foundation Scholarship postcard](#)
 - b. [High School Student Guide](#)
 - c. [Program Displays](#) (these are first-draft PROOFS ONLY)
6. **Campaigns & Event Promo ([Click for Content Calendar](#))**
 - a. ENROLLMENT DAYS
 - b. BARTonline Summer Sessions
 - c. Non-Trad focused campaign
7. **Upcoming Campaigns**
 - a. OER
8. **Things on our radar for promotion**
 - a. Shafer Reception - July 19
 - b. Community Concert + Hotdogs! - July 16
 - c. Summer Play - July 23-25
 - d. Others??!!
9. **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.