

**Institutional Marketing Plan Committee Meeting**  
**Trustee Board Room**  
**January 22, 2008**  
**2:00 pm. – 4:00 pm.**

**AGENDA**

- I. Report on Athletics Marketing Plan – Mark Chiarucci and Mike Samuels
  
- II. Report on Undergraduate Marketing Plan – Dorothy Jones
  
- III. Elevator Speech

Committee Membership:

Mario Alioto  
Michael Beseda  
Jane Camarillo  
Chris Carter  
Mark Chiarucci  
Bob Ciano  
Heidi Donner  
Tomas Gomez-Arias  
Brian Jersky  
Dorothy Jones  
Guido Krickx  
Kevin Miller  
Lisa Moore  
Vince Nicosia  
Chris Sindt