

Institutional Marketing Plan Committee Meeting
Trustee Board Room
September 20, 2007

AGENDA

- I. Introductions
- II. Definition of Task: “By July 1, 2007 the president will charge the vice president for communications with submitting, by September 1, 2008, a marketing plan for the College, to include strategies for advancing the institution’s overall visibility, and for achieving its undergraduate and graduate program enrollment and advancement priorities and goals. The plan will be informed by related initiatives, including enrollment modeling and student metrics. By July 1, 2009, the president will allocate funds for increased marketing of undergraduate and graduate programs.”
- III. Discussion of Task
- IV. Elements of an Institutional Marketing Plan
 - A. Mission and Vision
 - B. Situational Analysis
 - C. Descriptors
 - D. Marketing Goals
 - E. Action Plans
 - F. Budget
 - G. Timelines
- V. Possible Resources
 - A. Web Site Strategy Document - <http://www.stmarys-ca.edu/news-and-events/college-communications/docs/strategy-brief.pdf>
 - B. Aslanian Report
 - C. Generation Positioning Document
 - D. Program Marketing Plans
- VI. Institutional Identity Review
- VII. Meeting Schedule
- VIII. Committee Membership

Current Committee Membership:

Brian Jersky

Guido Krickx

Donald Mansir

Kevin Miller

Mark Chiarucci

Chris Carter

Jane Camarillo

Chris Sindt

Vince Nicosia

Bob Ciano

Barry Shiller

Michael Beseda