

Institutional Marketing Plan Committee Meeting
Trustee Board Room
December, 11, 2007
1:00 pm. – 2:45 pm.

AGENDA

- I. Review notes of November 13th meeting
- II. Report on Graduate Education Marketing Plan – Vince Nicosia
- III. Review and Discussion of Institutional Marketing Documents
(Documents located on Vice President for College Communications Website): **Rankings and Reactivity** found at - <http://www.stmarys-ca.edu/about-smc/vice-provost-of-enrollment-vp-college-communications/institutional-marketing-plan.html>
- IV. Elevator Speech

Committee Membership:

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