

Institutional Marketing Plan Committee  
Notes of 5/13/08 Meeting  
2:00 – 4:00 p.m.  
Filippi Academic Hall Conference Room #205

Committee Members Present:

Michael Beseda  
Chris Carter  
Bob Ciano  
Heidi Donner  
Brian Jersky  
Dorothy Jones  
Jane Joyce  
Kevin Miller  
Chris Sindt  
Jose Tomas Gomez-Arias

Committee Members Absent:

Mario Alioto  
Jane Camarillo  
Mark Chiarucci  
Guido Krickx  
Brother Donald Mansir  
Lisa Moore

Chair, Michael Beseda called the meeting to order at 2:00 p.m.

The agenda included the following:

1.) Vision:

- A) Following a discussion of the President's Vision Statement of March 25, 2008 it was determined that a clear vision statement is needed in order to prepare a Marketing Plan. The plan must be College-wide not departmental. The vision allows for a sense of direction.
- B) It was agreed to take what we have and work from it
- C) All agreed to boil down the aspirational language from the President's Vision statement to 3 – 5 bullets. Suggestions below:
  - We aspire to be known nationwide for the strength of our academic programs as well as the distinctiveness of our curriculum.
  - We aspire to be known as a college which sends its graduates into the world intellectually, emotionally and spiritually awakened and prepared to live purposeful, ethical lives.
  - The college's graduate and professional programs should be recognized for their fundamental excellence, quality of instruction, accessibility to a

rapidly growing audience of adult learners, and relevance to emerging social, economic and demographic trends.

- Saint Mary's should also be heralded as values-oriented.
- Athletics, a source of pride for all Gaels

2.) Marketing Goals:

- A) Increase Overall Visibility – nationwide for academics
- B) Increase Enrollment – Undergrad and Graduate (selectivity, yield, retention, etc...)
- C) Increase Giving - advancement – number of donors, money, capital campaign positioning

3.) Action Plan: Below is the list of action plan items suggested at the meeting:

- 1) Academic Notoriety
- 2) Grants
- 3) Athletic Success
- 4) Posting of Events
- 5) PR – Word of mouth
- 6) Social Media
- 7) Web Presence ( SMC)
- 8) New Programs (New Thing)
- 9) Alumni Achievements (student, faculty, alumni)
- 10) Testimonials
- 11) Faculty pages
- 12) Faculty rewards, incentives
- 13) Awards – competition
- 14) Investing in commencement speakers
- 15) Visiting Professors
- 16) Billboards/Radio – (Image advertising)
- 17) SMC becoming members of academic organizations
- 18) Advertising in NY times, Wall Street Journal – umbrella promotions
- 19) Real on-line community
- 20) Performing Arts on the road
- 21) NOLA (as an example) Jan Term travel
- 22) Art works – travel across the country – reputation building

4.) Upcoming Meetings:

- A) The committee agreed to one meeting a month for June, July and August. Sandy will arrange for dates and times.
- B) June continue discussion
- C) July draft of Marketing Plan
- D) August – final product

The meeting adjourned at 4:00 p.m.