Institutional Marketing Plan Committee
Notes of 11/13/07 Meeting
1:00 p.m. – 2:45 p.m.
Trustees Board Room

Committee Members Present:
Michael Beseda, Vice President for College Communications, Vice Provost for Enrollment
Jane Camarillo, Vice Provost for Student Life
Chris Carter, Associate Director of Alumni
Mark Chiarucci, Director of Athletic Development
Bob Ciano, Creative Director
Heidi Donner, Manager, Education and Public Relations
Brian Jersky, Dean, School of Science
Dorothy Jones, Dean of Admissions
Guido Krickx, Associate Dean/Director of Graduate Business Programs
Kevin Miller, Associate Director Admissions for Marketing & Operations
Vince Nicosia, Business Manager School of Education

Committee Members Absent:
Regent, Mario Alioto, Vice President, Corporate Marketing, San Francisco Giants
Chris Sindt, Associate Dean, Liberal Arts for Graduate & Professional Programs

Chair, Michael Beseda called the meeting to order at 1:00 p.m.

The agenda included the following:

1) **Reports on Graduate Business Marketing Plans**

    1) Guido Krickx provided a report and overview of the Marketing Plan for the Graduate Business Programs. Key insights included:
        - Still affordable
        - Goal is to be a ranked program
        - The need for more staff
        - The need to provide more services to students

2) **Review and Discussion of Institutional Marketing Documents**
    For next meeting: Rankings and Reactivity found at - http://www.stmarys-ca.edu/about-smc/vice-provost-of-enrollment-vp-college-communications/institutional-marketing-plan.html

3) **Elevator Speech**
    For next meeting

The meeting adjourned at 2:45 p.m.