

**Public Relations Advisory Board Agenda
March 2018**

1. **Gratitude:** Share something good in your life at the moment, if you like!
2. **50th Anniversary in 2019-20 – SEPTEMBER 2019 = MAIN EVENT**
 - a. Committee formed. Planning retreat to be set soon.
3. **Retreat Debrief** - It was actually really informative. I enjoyed it!
4. **Recent Creative Developed:**
 - a. Brochure: [Ag Business Management](#)
 - b. Brochure: [Medical Coding](#) (my wife's profession!)
 - c. [Enrollment Days Postcard](#)
 - d. [Pole banners! Look outside!](#) :)
 - e. [New photos on Flickr.](#)
 - f. [New videos on our Youtube page.](#)
5. **Current Campaigns & Event Promo ([Click for Content Calendar](#))**
 - a. BOL SCHEDULE (April - July)
 - b. CLAY SHOOT (mid-March - mid April)
 - c. INDIA PROMO (March - June)
 - d. MENTAL HEALTH TECHNICIAN (March)
 - e. ACADEMIC ENRICHMENT FUND
 - f. [NJCAA Tourney Coverage](#) (March - now through next week)
6. **Upcoming Campaigns**
 - a. ELEMENTARY EDUCATION & DEGREE IN THREE (April - May)
 - b. COLUMBIA COLLEGE PARTNERSHIP (local campaign in late April)
7. **Ad Agency Projects**
 - a. Developing messaging for new schedule.
 - i. Key selling points:
 1. 4, 6, 8, 16 week sessions
 2. 15 sessions per year
 3. \$150 per credit hour
 4. Numerous full programs & transfer agreements
 - b. **NEW!** [Animated Bart](#) (he will always be wearing clothes. naked for sketch only)
 - c. We have taken the ad development in-house:
 - i. Bart doing yoga? (flexible)
 - ii. **WINNER (for first ad):** Bart putting on a small shirt & failing - [one size fits all.](#)
8. **Miscellaneous & open floor! How can we support you?**

Group Purpose: "To communicate monthly the activities of the PR & Marketing Department to college leaders and solicit feedback on ideas and projects. It also serves as a way for PR to keep a finger on the pulse of the college."