

**Public Relations Advisory Board Agenda
April 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 met. Follow up coming tomorrow!
 - b. [The timeline we made](#) - save this link!
3. **Recent Creative Developed:**
 - a. [Degree In Three Ads](#)
 - b. [Wichita Theatre Program Ads](#)
 - c. [Clay shoot ads](#) (linked sample is for digital billboard)
 - d. [Course Catalog Cover](#)
 - e. [OSHA program card](#)
 - f. [New photos on Flickr.](#)
 - g. [New videos on our Youtube page.](#)
 - i. [T-shirt Ad](#) (Changes coming! Draft only.)
 - ii. [Degree In Three](#) (Draft)
4. **Discussion - College video needs.**
5. **Current Campaigns & Event Promo ([Click for Content Calendar](#))**
 - a. BARTonline NEW SCHEDULE
(Implement | March-June)
 - b. ELEMENTARY EDUCATION DEGREE IN 3
(Implement | April-May)
 - c. CLAY SHOOT APRIL 22 (Implement | mid-March)
 - d. INDIA PROJECT (Implement | March-June)
 - e. ENROLLMENT DAYS (through July)
 - f. ENDOWMENT CONCERT (April 18-May 4)
6. **Upcoming Campaigns**
 - a. COLUMBIA COLLEGE PARTNERSHIP (local campaign in late April)
7. **Things on our radar now through graduation.** (double check it for me!)
 - a. National Library Week
 - b. Barton Planetarium Spring shows (Mondays)
 - c. Vortex Day - Wednesday
 - d. KSHSAA music competition - 14th (Saturday)
 - e. **Dance Auditions - 14th (Saturday)** [Map for visitors.](#)
 - f. Woodwind Quintet - 15th (Sunday)
 - g. Orchestra Concert - 16th
 - h. Student Art Exhibit Reception 20th
 - i. Original Play Series - 26th

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.”

- j. PTK/CSO 5K 29th
- k. Summer Play Auditions - early May

8. 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. Some ad ideas we'll pursue
 - i. Bart doing yoga, i.e. flexible.
 - ii. Bart putting on a small shirt & failing - one size fits all. (almost done)
 - iii. Bart (cartoon) in skates, on skateboard, on bicycle. "Always enROLLing."

9. Miscellaneous & open floor! How can we support you?