

University Relations Committee

Tuesday, February 8, 2022

1:30 p.m.-2:30 p.m.

Virtual Teams Meeting

AGENDA

- 1) Call the meeting to order (Elana Levine)
- 2) Approval of October 29, 2021 minutes (Committee)
- 3) Topic of Discussion: Enrollment Marketing Campaign (Tina Keller, Mary Baylor, Michelle Johnson)
  - a. Presentation of creative (Mary Baylor)
  - b. Strategy/media buying (Tina Keller)
  - c. Campaign evaluation/recommendations (Michelle Johnson)
  - d. Discussion (All; committee members)
- 4) Next meeting (April/May) topic of discussion: TBD (Committee)
- 5) Adjourn meeting (Chair)