

STRATEGIC MARKETING PLANNING MEETING-10/15/14

Minutes prepared by: Jennifer Trocquet

I. List of Attendees:

- Dr. Mary Baker, *Communications and Media*
- Dr. Jane Fiske, *Humanities*
- Chris Hendry, *Vice President for Institutional Advancement*
- Dr. Lynne Kellner, *Human Services and Behavioral Sciences*
- Kathryn Mahoney, *External Affairs*
- Kelly Norris, *Graduate and Continuing Education*
- Jennifer Trocquet, *Student Volunteer*

II. Review of Current Draft of SPC White Paper/Committee Findings:

A. Comments/Questions Regarding Current Draft of White Paper:

1. Minor Edits
 - a. pg. #2—Remove “H/R”, replace with “Center Stage”
 - b. pg. #3—statement should read “in order to recruit”
 - c. Remove “Conclusions” section
2. Final Document should clearly segment Committee recommendations concerning goals for Marketing Function Director:
 - a. Short-Term Objectives
 - b. Mid-Term Objectives
 - c. Long-Term Objectives

B. Potential Short, Mid & Long-Term Marketing Function Task List Candidates:

1. Create a unique FSU position for Marketing Director who will provide strong leadership for Marketing Activities conducted at FSU—branding “cop”
2. Conduct audit of current FSU Marketing procedures and identify all weaknesses in the current system that lead to redundancy, waste, confusion and that prevent the completion of Marketing projects
3. Clarify FSU Marketing Function roles and for FSU Marketing function decisions and activities.
4. Specify and streamline FSU Marketing Function Chain of Command
5. Construct clear channels of communication for Marketing function decisions and activities.
6. Build and strategically maintain FSU’s Core Brand Identity
7. Conduct ongoing research and analysis
8. Develop a cohesive, integrated long-term marketing strategy for FSU
9. Create well-defined “Work Flow”/Procedures for the Marketing projects & activities
10. Provide training regarding FSU Marketing standards, formats, objectives and procedures.
11. Construct procedures to properly facilitate the dissemination of marketing information
12. Integrate findings from previous marketing studies into marketing plan
 - a. Include findings from the Spring 2013 vintage MK3 Study
 - b. Include findings from recent studies conducted revealing student perceptions FSU

