

Strategic Planning Marketing Committee Meeting Minutes:

Wednesday, 9/24/14 respectfully submitted by: Jennifer Trocquet

I. List of Attendees:

- Dr. Mary Baker, *Communications and Media*
- Dr. Michael Greenwood, *Business Administration*
- Dr. Aruna Krishnamurthy, *English Studies*
- Michael Kushmerek, *Director of Annual Giving*
- Kathryn Mahoney, *Digital Marketing Manager*
- Pam McCafferty, *Assistant VP/Dean of Enrollment Management*
- Jessica Murdoch, *Human Resources*
- Kelly Norris, *Director of Marketing, Graduate & Continuing Education*
- James Roger, *Director, Auxiliary Services*
- Jennifer Trocquet, *Student Volunteer*
- Anthony Wilcox, *Director for Institutional Effectiveness and Research*

II. Review of Group Goals & Objectives: Presentation of First Draft of Strategic Planning Committee White Paper, *submitted by Dr. Mary Baker*

III. Committee Response/Discussion:

- A. Recommended Draft Changes
 1. Change the verbiage “centralized marketing department” to “a more centralized (or formal) approach to marketing”.
 2. Make the recommendations sound less “operational” in tone.
 3. Stress upon the idea for one “point-person” to be appointed from within the University system rather than on the creation of a novel functional department.
 4. Include recommendations for a marketing professional who will conduct “data-driven Market research with an emphasis toward admissions”.
 5. Include
 - a. Projected Marketing Objectives/Goals (1-3 year time frame)
 - b. Projected Marketing Objectives/Goals (4-5 year time frame)
- B. Committee Recommendations for the appointed Potential University Marketing Activities Oversight Director (list of suggested priorities for the position):
 1. Oversee activities with an aim at creating/maintaining a cohesive marketing message for the University.
 2. To take ownership of and be empowered to create and maintain a strong Brand Identity for the University.

3. Provide marketing training and education
4. Reduce confusion, waste & redundancy of marketing activities on/off campus.
5. Ensure that Strategic Marketing Plans are implemented properly and in a logical and timely manner.
6. Create and maintain a University standardized set of Marketing procedures & policies.
7. To create a Marketing Research Center for the University.
8. Ensure adherence to standard procedures and policies.
9. Be accountable for implementation of Marketing Strategic Plans.
10. Evaluate performance of marketing activities using appropriate Marketing ROI measurements/take corrective action when necessary.

IV. General University Marketing Discussion Points:

- A. *Seek to build and maintain strong FSU connections/relationships with local High Schools*—one possible approach: Offer Volunteer Tutoring Services by FSU students to local high schools
- B. *Construct and invest in positive relationship with local communities through FSU community-directed activities*—
 1. Offer the use of FSU facilities to local community groups.
 2. Increase FSU activities to benefit the surrounding local communities.