

Marketing Committee

Thursday, March, 19, 2015

11:00 am

Building 8 Conference Rm

Chair:	Penelope Radcliffe		
Vice-chair:	Lentz Stowe	Secretary:	Kenneth Worsley/Michele Mayo
Members Attending:	Jay Sullivan, Keith Sullivan, Serena Sullivan, Michele Mayo, Lentz Stowe, Penelope Radcliffe, Wes Sumner		
Members Absent:	Kenneth Worsley, Betty Gray		

Minutes from Meeting March 19, 2015

Agenda Item

I. Instagram

Presenter: Keith Sullivan

- Use of Instagram
- Increased use of Instagram was discussed. Mostly for pictures. Less social media type, more advertising based.

II. Gullfest

Presenter: Penelope Radcliffe

- Plans for Gullfest are continuing. We are still looking for new sponsors. Vidant has indicated they want to be a race sponsor.
- Gullfest Animoto video is complete and being used as a marketing tool.

III. College For Kids Flyer

Presenter: Penelope Radcliffe

- Justin Rose has completed a draft of the College for Kids flyer. Wes is going to revamp the draft.
- Discussed redrawing the college logo in Adobe Illustrator. Keith Sullivan agreed to complete this task.

IV. New Website Development

Presenter: Keith Sullivan

- Ad-hoc committee met March 18. Ideas are coming forward. The committee will continue to meet and get input from various areas across campus.

V. New Marketing

Presenter: Keith Sullivan

- Purchased a GOPRO and a drone. Can be used to make campus tours and special events videos.
- Discussed the legality of using photos of students and participants in promotional items.

Other Information

Next Meeting:

The old minutes were reviewed. Motion to approve by Lentz Stowe and seconded by Michele Mayo.

Next meeting date was scheduled for April 23 at 11:00 am. in the Conference Room of building 8.