

External Relations Committee

Minutes

3/28/18

EGSC's External Relations Committee met on March 28, 2018, at 2:00 p.m. in the George L. Smith conference room.

Members present:

Johnna Eaton
Norma Kennedy, Institutional Advancement (chair)
Mike Rountree

Members not present:

Karen Curl, Business Affairs
Mikella Hansley, SGA Student Representative
Georgia Mathews, Enrollment Management

Order of Business:

1. Committee members were welcomed and thanked by committee chair, Norma Kennedy, for their time and support.
2. Members reviewed the committee's established purpose, function and membership composition. No changes are needed to any of these areas at this time.
3. Norma Kennedy provided an overview of recent marketing and communications projects. Copies of the March Key Indicator Reports for the Marketing Coordinator and Communications Coordinator were shared with committee members to provide a snapshot of the volume and type of projects completed during a month for various departments. (ATTACHMENT "A" AND "B")
4. Recently printed publications and recruitment materials were provided for committee review (hyperlinks provided to each booklet):
 - [FY17 Annual Report](#)
 - [Annual Bobcat Tracks Magazine 2016-17](#) (a compilation of top news stories from 2016-17)
 - College Readiness Tour Booklet, 2018, [Create Your Path](#)

Johnna asked about placing copies of the magazine and Annual Report at various places around Swainsboro where readers might look at them while waiting (such as the coffee shop, physician offices, hair salons, the hospital waiting rooms, etc.), if there are available copies. Norma stated that she has a small quantity of each publication remaining to use for outreach with potential donors, and she will take a few of those copies to place in key areas around town. Johnna also took several copies to place in her downtown Swainsboro business.

5. Next, Norma discussed current marketing and communications initiatives focused on student recruitment. Recruitment marketing services are being provided to assist with general student recruitment and academic programs: FESA, Biology, and the RN to BSN Program.
 - Advertising: Social media, digital, TV, billboards and print
 - New for 2018-19: General recruitment materials will be compiled into a small booklet for 2018-19 to streamline info for recruiters to disseminate at their recruitment events
 - Norma is also working with Caroline Joyner to establish a new communication strategy for EGSC Statesboro utilizing the Mongoose Messaging System

- Mike mentioned that the outdoor electronic sign at EGSC Statesboro is not in operation. He will keep the committee updated on the status of its repair. The sign was purchased by marketing funds several years ago and provides great visibility for the Statesboro campus.
 - Mike also reminded the committee that the TV monitors on each campus are a great communications tool. They can be customized per location and videos can also be utilized on them. Norma concurred and stated that her department utilizes them as part of their communications strategy.
6. [FY17 Annual Assessment results for the Office of Marketing and Communications](#) was shared with the committee to provide an understanding of the metrics being used to gauge work output and provide continuous process improvement for the department.
 7. A copy of the newly approved [Identity Standards](#) was shared with committee members. The document was updated and adopted by the cabinet 3/27/18 to reflect recent language now included in the USG's policies for institutional logo usage.
 8. Committee members were reminded of the annual meeting with President Boehmer on Thursday, April 19, 10 AM, in the President's Conference Room. Norma asked members to let her know if they cannot attend the meeting so that she can inform Dr. Boehmer.
 9. Norma will type up and send the minutes out for committee review. Once approved, she will post them on the External Relations Standing Committee webpage and will keep the page updated as necessary.
 10. With no further business to discuss, the meeting was adjourned at 2:45 p.m.

Respectfully Submitted,



Norma S. Kennedy, Chair
External Relations Committee