

**Marketing Council Meeting
February 4, 2015
2 p.m. DSU 2086**

Agenda

New items:

- Cost Disclosure on website-Certificate Programs- Cindy Burnette-
www.wku.edu/financialaid/certificates.php.
- Campus Events Calendar changes- www.wku.edu/webservices/events/index.php
- Web Updates
- New Web/Social Initiatives- #ChatWKU Twitter Chat Series for
Prospective/Admitted Students, #PeopleofWKU and #AskWKU Student
Customer Service
- The Hyatt Place- “The official hotel of WKU.”
- Professional Marketing Association- Institutional Membership Rates-
www.pmabg.org

Updates and Reminders:

- Kayla Dowdy, Digital Media Marketing Coordinator
Kayla can help with web ads, web audits and social media consultations-
kayla.dowdy@wku.edu
- Promotional Item Vendors-
www.wku.edu/marketingandcommunications/promo_products_vendors.php
- Online Publications Request changes- www.wku.edu/pubrequest
- Don't forget to share your department's exciting student success stories with
Public Affairs! These make great stories for the WKU News blog and The Spirit
Magazine.

Send announcements to marketing.council@lists.wku.edu.

Other items?

Next meeting (tentative): April