

**Marketing Council Meeting**  
**October 26, 2016**  
**2 p.m. DSU 2085**

**Agenda**

New items:

- T-Shirt Vendors Review
- Promotional Item Vendors Update
- Communication & Branding Manual
- Eclipse
- Campus Map & Visitor Guide
- KHSAA State Football Championship mailing to schools
- You're Invited- Bowling Green Area Chamber of Commerce Coffee Hour sponsored by Renshaw Automotive Group on behalf of the Suzanne Vitale Clinical Education Complex at WKU, speaker Jeff Hodges, Friday, October 28 at 7:00 a.m. Knicely Conference Center
- Social Media:
  - Commencement 2016 - #WKUGrad
  - #PeopleofWKU
  - #WKUPhotoFriday
  - Facebook Intensive Workshops - 11/11, 11/18 & 12/2 at 10 a.m. in HCIC 1011

Updates and Reminders:

- Web Content Training Sessions- <http://www.wku.edu/webservices/register.php>
- Promoting Events: [http://www.wku.edu/mediarelations/pr\\_guide.php](http://www.wku.edu/mediarelations/pr_guide.php)  
<http://www.wku.edu/webservices/webads.php>  
<http://www.wku.edu/webservices/events/index.php>
- Bowling Green Daily News Sticky Note Advertising Program- Reminder to those who purchased ads
- Web Services Assistance- [webservices@wku.edu](mailto:webservices@wku.edu)
- Marketing Assistance- [wkumarketing@wku.edu](mailto:wkumarketing@wku.edu)

Send announcements to [marketing.council@lists.wku.edu](mailto:marketing.council@lists.wku.edu).

Other items?

Next meeting (tentative): February 1, 2017