

**Marketing Council Meeting
April 15, 2015
2 p.m. DSU 2085**

Agenda

New items:

- Sharing news via social media and website -
http://www.wku.edu/mediarelations/pr_guide.php
- Campus Events Calendar - <http://www.wku.edu/webservices/events/index.php>
- New Web/Social Initiatives- #WKUPhotoFriday and #TopperTuesday
Coming Up- #WKUGrad and #HomeToTheHill
- Web Content Training & Workshop Sessions
- Coordinator, Communications for Office of Admissions
- Admissions Application Fee for Fall 2016
- Marketing Opportunity with HRL- Summer Conferences

Updates and Reminders:

- Adding Site Managers in OUCampus through OU Addons -
<https://www.wku.edu/apps/ouaddons>
- Marketing Plan Templates
- Marketing Assistance- wkumarketing@wku.edu
- Photography Assistance- university.photography@wku.edu
- Bowling Green chamber magazine, Bowling Green & South Central Kentucky
2015 Edition, available

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

Other items?

Next meeting (tentative): July