

**Marketing Council Meeting**  
**April 27, 2016**  
**2 p.m. DSU 3029**

**Agenda**

New items:

- T-Shirt Vendors- Maxine Hardin, Chief Buyer, WKU Purchasing and Accounts Payable
- Hot Rods Education Tip of the Game
- *It's All Within Your Reach!* Marketing Campaign
- You're Invited- Bowling Green Area Chamber of Commerce Coffee Hour- President and CEO of NPR, Jarl Mohn, Friday, April 29 at 7:00 a.m. Knicely Conference Center
- Social Media Campaigns:
  - Commencement 2016- #WKUGrad
  - #PeopleofWKU
  - WKU Virtual Tour Video Contest- [www.wku.edu/studentlife](http://www.wku.edu/studentlife)
  - Faculty Friday (coming this summer)
  - That's So Major!

Updates and Reminders:

- Housing & Residence Life- Summer Conference Marketing Opportunity- [katie.corbin@wku.edu](mailto:katie.corbin@wku.edu)
- Web Content Training Sessions- <http://www.wku.edu/webservices/register.php>
- Sharing news via social media and website: [http://www.wku.edu/mediarelations/pr\\_guide.php](http://www.wku.edu/mediarelations/pr_guide.php)
- Digital Signage Update- <https://td.wku.edu/tdclient>
- 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): July 20, 2016