

**Marketing Council Meeting  
October 15, 2014  
2 p.m. DSU 3002**

**Agenda**

New items:

- Review of the Collegiate Licensing Program- Craig Biggs
- The Lane Report, Digital Next marketing opportunity for colleges and departments

Updates and Reminders:

- Kayla Dowdy, Digital Media Marketing Coordinator
- Kayla can help with web ads, web audits and social media-  
kayla.dowdy@wku.edu
- IT Helpdesk is now the first line of support for OUCampus v.10
- Update Social Media Directory Links
- Don't forget to share your department's good news with Public Affairs as early as possible so we can help get the word out!

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

Other items?

Next meeting (tentative): January