

**Publicity Team Meeting Minutes
December 3, 2008**

Present: Elizabeth Dunn, Bob Griggs, Rose Jones, Richard Hook, Becky Boe, Mun Yee Kwan

- Minutes from November 19, 2008 were approved and will be available on the website.
- The media proposal prepared by Virgil Bakken was reviewed.
 - It was suggested that Virgil revise the objectives listed on the proposal to include a focus on the university's mission statements.
 - A discussion on the connection between goals of liberal education, signature themes, mission, and vision was generated. The publicity team will consider a project to explain and show the connection between the goals of liberal education, signature themes, mission, and vision statement.
 - Elizabeth and Rosie will have a discussion with Virgil regarding the media proposal.
- Student activities:
 - Posters and banners promoting awareness of the university's mission will be created by Kathy Berglund in the marketing and publication office. These posters will be resized for flat screen televisions on campus. The union activity will begin few weeks after the posters and banners are posted.
 - Elizabeth reported that Maureen Gibbon and her graduate students will be available to help with the essay contest.

APPROVED