

**HLC Self-Study  
Publicity Team  
Minutes  
November 5, 2008**

Present: Andy Bartlett, Becky Boe, Elizabeth Dunn, Rose Jones, Chinwuba Okafor, Richard Hook, Kody Hagen, Mun Yee Kwan

- Minutes from September 29 were approved and will be available on the website.
- Ideas for HLC landing page
  - Video clip of President Quistgaard
  - HLC slideshow
  - Short video clips on comments of BSU mission and HLC
  - News and announcements
  - Calendar for upcoming activities and events
  - Messages from co-chairs
  - Mission statement
- Student activities
  - Speech or essay competition for tuition waiver/ scholarship
  - Smaller events throughout the semester with smaller lottery prizes
  - Video project/ Camera boxes on the perceived meaning of BSU mission
  - Foundation reception/ Student achievement day
- Goals of student interviews:
  - Raise awareness
  - Marketing/ Publicity
  - Student participation in the self-study process
  - Data collection
- Dr. Hook has collected baseline data on students' understanding of the purpose of liberal education.
- The publicity team aims to raise and deepen student awareness of BSU mission.