Publicity Team
Meeting Minutes
March 2, 2009

Present: Marty Wolf, Elizabeth Dunn, Richard Hook, Rose Jones, Chinwuba Okafor, MaryJo Chirpich, Mun Yee Kwan

- Minutes from February 2, 2009 were approved and will be available on the website.

- Rosie reported that she has talked to Kathy Berglund regarding Phase II poster. A quantity of 300 will be ordered.

- Chinwuba reported that he has had a discussion with Becky regarding phase II student activity. The proposed date for this activity was during the third week of April 2009. The team suggested to run the activity at building entrances and hallways instead of parking lots. This activity will be similar to the phase I activity but will capture different samples of participants. Students will be approached to respond verbally to the university mission statement while being audio taped. Mun Yee will contact Louise Mengelkoch to search for digital audio recorders. The team would also like to approach distance learners for their input.

- Elizabeth reported that Maureen Gibbon has offered to help with the essay contest, which essentially is a contest involving other projects such as arts and videos. Students are encouraged to express their personal experiences and stories related to the university mission. Elizabeth will bring the discussion from this meeting to Maureen Gibbon and Virgil Bakken for their opinion and input. Contest rubrics will be drafted for Maureen Gibbon. February of 2010 was proposed to be the deadline of contest and it was suggested to announce the winners on the student achievement day of 2010. Suggestions for prizes included gift cards for Barnes and Noble, Herberger’s, and JC Penny’s.

- Door hangers have arrived. Marty and other steering committee members have been and will be visiting students at their hall council meetings.

- A list of potential interviewees for the video clip project was generated during the meeting on December 17, 2008. Rosie will contact Kody to upload the video clip of President Quistgaard to the HLC website.

- Elizabeth suggested a “mission corner” on this upcoming student achievement day for speed essay contest. The team suggested a short video clip contest instead of a speed essay contest. Marty will bring this idea to Ivy Knoshaug and Troy Gilbertson and get back to Rosie. Rosie will contact Brian Jambor if the idea is accepted.

- Rosie suggested that written updates of the HLC process should be available to the campus community. Marty will follow-up on this suggestion.