

EAST GEORGIA STATE COLLEGE
External Relations Committee Meeting
MINUTES
October 24, 2012

Overview

- The External Relations committee meeting was held on October 24, 2012 in the Heritage Center Conference Room and was called to order at 2:10 p.m.
- Members Present: Norma Kennedy (chair), Georgia Edmond (recorder), Natasha Mason, and Jeff Howell.
Absent: Doy Cave (out of town for an IT conference) and Raven Hudson (SGA meeting)
- Norma informed members that interviews were recently conducted for a communications assistant to handle graphic design work for the marketing department. She had six applicants, and the top candidate should be hired within the next three to four weeks.
- Norma stated that EGSC's marketing initiatives support the Complete College Georgia campus plan which focuses on student success and increasing graduation rates. She collaborates with Admissions for recruiting materials, as well as marketing the institution through mass media including newspaper, radio, video, billboards, Facebook, Youtube, and television advertisement. A comprehensive digital media campaign is ongoing within the 'Golden Triangle' to reach potential students. Advertisements are also placed in yearbooks and athletic programs for the school systems in our 18-county service area. Marketing support is also provided for other campus departments including athletics, Vision Series, the president's office, development and alumni relations, housing, auxiliary services and student activities.
- Jeff asked if student interest has increased due to the advertisements used during the previous months. Results are often difficult to track, but enrollment has increased from the Savannah and Augusta areas. As often as possible, QR codes are used for tracking purposes.
- Norma informed the committee of a City Planning forum next week in Bulloch County, and Dr. Boehmer will be a presenter. Hopefully this will allow opportunities for future exposure within Bulloch County. Jeff was asked by Norma to inform the Committee of any opportunities that may be available to us in Statesboro. Jeff mentioned the Farmer's Market and the presence of Georgia Southern along with their mascot. Norma stated that she has already talked to Debra Chester, who helps coordinate the farmers market, and we are planning to have an "EGSC Day" at the Market in the future.
- The possibility of establishing scholarships at high schools funded by alumni and other friends of the College was mentioned as a way to increase community involvement.

Action Points

- Norma Woods, chair, opened the meeting, and Georgia volunteered to serve as recorder.
- The purpose of the External Relations committee was reviewed and affirmed: The committee's purpose is to assure that all communications by the College promote the strategic goals of the College and maintain the College's excellent image and reputation.
- The Committee reviewed and affirmed its functions. The committee is charged with: (1) establishing policy and style guidelines for the coordination of graphic images that identify or represent the college; (2) enforcing the policy, style guidelines and content for all advertisements and promotional materials; (3) serving as a clearinghouse for all publications marketing and promotion of the College; and (4) collaborating with institutional departments to assist in College marketing efforts.
- Copies of the Logo Usage and Identity Standards and the On-line Request for PR/Marketing Services, found on the EGSC website, were shared with committee members.
- Meetings will be conducted quarterly, and as needed, to address suggestions that are sent to the committee for consideration.
- The meeting was adjourned at 2:55 PM