



**ETSU 125**

*Progressing toward ETSU's 125th Anniversary*

## **Culture and Outreach Task Force Meeting**

**Date:** October 3, 2012

**Time:** 10:00AM – 12:00 PM

**Location:** Gump Conference Room, Ross Hall

### **MEETING NOTES**

#### **Concurrent Efforts with Implications to Culture and Outreach**

- 1. New Director of Marketing and Special Events position approved**
  - Currently posted; meeting on October 5 to develop short list of candidates
  - Target position start date of early January 2013
- 2. Branding and Imaging Project**
  - Consultants have been selected and are anticipated to start in next few weeks
  - Efforts that will support and feed into the ETSU Visioning work
- 3. Online Programs Development**
  - ETSU has dedicated an FTE to develop robust strategy for online programs
  - Staff Resource Joe Smith recommends that we bring in what has been learned in this area to enrich the idea generation process for Culture and Outreach

#### **Task Force Meetings**

- a. Fridays, 7:30 to 9:30am, beginning October 19 through November 16
- b. Location will be in the President's Conference Room unless otherwise indicated
- c. Conference call participation will be available

#### **Initial Assignments**

- 1. Members**
  - a. Provide initial thoughts in writing to Task Force Chair in response to the following focus question:
    - *What are the key problems you would like to address?*
- 2. Chair**
  - a. Gather all focus question responses into an initial list for first brainstorming session on October 19th.
- 3. Staff Lead**
  - a. Create Press Release announcing launch of Visioning Task Forces including membership
  - b. Create Press Release announcing launch of the Visioning for 125 effort website to provide transparency and information throughout effort
- 4. Task Force support**
  - a. Jeremy/Katie to:
    - Post Committee for 125 data and information references on website
    - Create electronic team forum for each Task Force to communicate and collaborate going forward