**MARKETING COMMITTEE MEETING**

Friday, May 26, 2017 – 11:00 AM

University Advancement Conference Room – Welch Hall, Suite C-490B

**AGENDA**

I. Call to Order

II. Introductions

III. Overview

IV. Market Research

V. Campaigns/Marketing Mix

VI. Public Relations

VII. Internal Communications

VIII. Branding

IX. Goals 2017