Marketing Meeting Notes
April 13 2018
NEC Think Tank

Present: Josh Barnes, Adam Brennan, Lisa Haldeman, Tammy Harris, Natalie Manke, Amy Norman, Emily Tichenor, Sarah Wagner

Approval of consent agenda and role reports
Consent agenda was approved.

New Chair, Roles
Congrats to the new chair, Sarah Wagner! The group reported on the new team roles and chair position for the next two year cycle:

Chair: Sarah Wagner
Past chair: Josh Barnes
Social Media Lead: Josh Barnes
Publications and Communications Lead: Adam Brennan
Promotional Material Lead (new position): Natalie Manke
Research and Analytics Lead: Amy Norman
College Wide Events Lead: Tammy Harris

As a reminder, everyone is a rep for their campus. If you see something you like that a department is doing, share with marketing!

Report on Big Read, Life After Trauma event
The Big Read event hosted by TCC went very well! We had 25 sign-ins for the event, and it went smoothly: despite the tornado drill that happened at the beginning and the presentation being in a designated shelter!

LTAB-U Report
Louder Than a Bomb: University (LTAB:U) is scheduled for April 20th. Enrollment and support for the event is way down, likely due to the Teacher walkout affecting our partnering organization, The Oklahoma Literary Arts Alliance (our contact and promoters are all K-12 teachers)

Summer Book Swap

The group discussed the summer book swap. Consensus was keep it casual, do the event if you want to at your location. Marketing team will be hands off.

Stress Free Zones/Canines and Coffee

Everything looks good to go for these two events, of which Wellness is in charge of. This has been a good partnership with them.

Return Your Books Campaign

Josh Barnes shared some data that the campaign seemed to have less booked returned, but these numbers aren’t reliable and don’t mean anything when scrutinized. The group agreed to continue the campaign as it is low effort: a few slides and a sign.

Jewish American Heritage Month

Natalie Manke agreed to do a slide and a guide/webpage to highlight Jewish American Heritage month. The group agreed we could make a link of resources. **Action item:** send Natalie resources to compile for the page.

Annual Report

The team brainstormed ideas for the annual report, story segments, and assigned roles. General consensus was to keep the theme “loose” and as more of a unified design, with a table of contents for the layout. Loose theme: “People.”

Assignments:

Oversight: Lisa Haldeman

Design and Layout: Natalie Manke, Sarah Wagner

Content and features: Adam Brennan, Amy Norman

By the Numbers: Josh Barnes, Tammy Harris
Staff and Credentials: Tammy Harris

Story ideas:
Knowledge Management Program: MyTCC, SharePoint
Heritage Center
Liaison Updates
New E-resources
New Staff
Behind the Scenes (Tech Services)
Book Chapter (Adam and Lisa)
Mental Health, First Aid Certification
Spring Retreat Trip to Gilcrease
Suzanne’s Professional Staff Award
Events
Partnering with Wellness

Next year’s stories:
HLC
Longitudinal Study
Collaborative Mentoring

Next meeting: Follow up meeting on May 17th at NEC @ 14:00 to discuss Annual Report. Formal meeting June 7th @ 8:00 at NEC.

Minutes by Adam Brennan