CASNR Marketing & Outreach Committee
February 10, 2015

Minutes

I. Introductions
   a. Members present: Courtney Meyers, Charlie Klein, Sara Trojan, Ryan Williams, Kerry Griffis-Kyle, Cindy Akers, Norman Martin, Tracee Murph, Jane Piercy, Joey Young

II. Update on marketing activities from Norman Martin
   a. Added information to the website about the CASNR Advisory Board, adding a monthly photo feature about the PSS building progress, created a new Water Center website.
   b. Developing a CASNR milestones handout to be used in recruitment and development.
   c. Many new stories have been added to the NewsCenter
   d. Showed us two potential designs for posters about the Ag Awareness Week keynote speaker. Committee members discussed and selected one. Norman will work with the designer to create the four sizes to be used in promotional efforts.

III. Discussion
   a. Bruce Vincent, keynote speaker schedule during Ag Awareness Week– Tuesday, April 21
      i. 9:30-10:30 a.m. speaking to PSS 1411 (confirmed)
      ii. 11 a.m.-noon speaking to National Resource Economics (confirmed)
      iii. 12:30-1:30 p.m. lunch with marketing committee members
           1. Jane will make reservation for 8 at the Texas Tech Club
      iv. TBD: speaking with college faculty
           1. Committee decided this was not necessary.
      v. 6-7 p.m. Red Raider Ballroom, Texas Tech Student Union Building
      vi. 7-8 p.m. Reception following the presentation in same location
           1. Need Cindy McCullough to assist with catering
   b. Report from departments on what student organizations and Ag Council are planning
      i. Sunday, April 19 – Ag Olympics
      ii. Monday, April 20, or Wednesday, April 22 – Where’s the Food Without the Farmer? Event in Free Speech Area
      iii. Wednesday, April 22 – Ag Council Community Service (Earth Day)
      iv. Friday, April 24 – Arbor Day & CASNR Honors Banquet
   c. Courtney introduced the committee to the QEP topic – Communicating in a Global Society

IV. Action Items
   a. Courtney meet with Cindy McCullough to discuss catering.
   b. Courtney will work on marketing messages so committee members can help promote speaker.
   c. All committee members need to promote this keynote address among faculty and students.
   d. Potential for an NPR ad – need to check with Dr. Weindorf.

V. Next Meeting
   a. Tuesday, March 10, 2-3pm, AGED 215