

## Task Force 6

Minutes of Meeting October 4, 2002

Meeting called to order at 1:00 pm.

### 1. Feedback from the morning sessions:

#### A. Session #1

1. Identify Message
  - a. Pride
  - b. 1<sup>st</sup> Choice
  - c. Affordable
2. External Communication
  - a. Community involvement
  - b. timely information
  - c. saturate market
  - d. Outreach
3. Positive Leadership
4. Achievements
  - a. national awards, recognition
  - b. Alumni (esp. community leaders)
  - c. Students, faculty, staff

#### B. Session #2

1. IUSB recognized as a national model for regional campuses—centers of excellence.
2. External Affairs needs to coordinate a strong, identifiable message:
  - a. fund raising, community partnerships
  - b. aggressive recruitment – relationships with counselors  
IUSB The 1<sup>st</sup> Choice
3. Lobbying emphasis – I.U. leadership – State & Fed. Govt.

#### C. Session #3

1. Resources
  - a. IUSB logo -- recognizable
  - b. Positive press – marketing
  - c. Success at fund raising – alumni give back
  - d. Cultural Events & Social Events

### 2. Plans for the upcoming year

A. Internal Communication: We have been focusing most of our attention on external marketing oriented communication. We have been given “new boundaries” which include internal communication as well as external. We discussed two items related to internal communication:

1. The use of the Chancellor’s “Update” as a vehicle for inserts from Student Affairs, Academic Affairs, etc. Since many people read Update it should be used to convey information about the campus that is of interest to a wide audience. Both Student Affairs and Academic Affairs topics are of interest to large numbers of faculty and staff.
2. Each member of the Task Force agreed to pull together copies of their units publications, internal and external, so we can see what is being done by individual units.

B. External Communication: We discussed several possible ways to help the schools develop strategic plans. After considerable discussion, several Deans and Directors were present, we decided to ask Tony Proudfoot to put on a workshop for the Deans and Directors on the importance of the I.U. “Brand” and how they could link their school’s message to the I.U. message. Some ideas we discussed:

1. Provide a template that every unit could adapt to its situation.
2. Provide a structure
3. Provide more marketing research – our marketing needs to research based.
4. Provide resources – sometimes you must spend resources ( money and people ) in order to make money.

C. We discussed the need to examine certain specific communication elements that are of special importance. For example, our IUSB Web Site and each school’s web site. We will try to identify many of these special communication elements.