Communications Committee Meeting

MINUTES FEBRUARY 27, 2012 1:00 P.M. COMMUNICATIONS COMMITTEE

MEETING CALLED BY Kim Gentile
TYPE OF MEETING Regular monthly meeting focused on Marketing
FACILITATOR Dr. William Baker
NOTE TAKER Mike Szczukowski and Cindy Gessel
ATTENDEES William Baker, Kim Gentile, Eileen Korey, Justin Orashan, Steve Sedlock, Jeanne Semilia, Stan Silverman, Mike Szczukowski, Cassie Verardi, Deb Wilhite

Agenda topics

1:00 – 1:05 P.M. WELCOME AND INTRODUCTION KIM GENTILE

DISCUSSION Mr. James Shuster resigned from the Committee. He was a SEAC representative.

CONCLUSIONS Ms. Jeanne Semilia has been appointed to the Committee as Mr. Shuster's replacement.

ACTION ITEMS PERSON RESPONSIBLE DEADLINE

1:05 – 1:10 P.M. REVIEW/APPROVAL OF JANUARY 30, 2012 MEETING MINUTES KIM GENTILE

DISCUSSION Attendees were invited to advise of needed changes, but none were noted.

CONCLUSIONS Stan Silverman moved to accept the minutes; Steve Sedlock seconded the motion. Members of the committee voted to approve the minutes as presented.

ACTION ITEMS PERSON RESPONSIBLE DEADLINE

1:10 – 1:50 P.M. MARKETING 101 BRIEF DR. WILLIAM BAKER

DISCUSSION Dr. Baker presented an overview of marketing as it relates to building a brand. His remarks included focused attention on the components of building a brand: the essence of strategic marketing, the means to achieve strategic objectives, brand and brand equity, elements of brand equity, identity based obstacles to brand equity, the difficulty of building an independent brand identity, the strength of brand identity, brand equity and relative advantage.

Dr. Baker's presentation expanded upon the elements of each of the components and are part of the attached PowerPoint presentation distributed to the committee after the meeting and attached hereto.
A general understanding of what constitutes marketing and building a brand is important for the committee members to have in order to fulfill its mission as a committee of the University Council.

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<th>ACTION ITEMS</th>
<th>PERSON RESPONSIBLE</th>
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<td>Dr. Baker will continue and conclude his presentation at the March 26 meeting of the Committee.</td>
<td>Dr. William Baker</td>
<td>March 26, 2012</td>
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The vice chair position, term of appointment, and formation of a subcommittee for review of Appendix B5 was postponed to the March 26, 2012 meeting.

The next meeting of the Committee is Monday, March 26, 2012 at 1:00 p.m.