

Integrated Marketing and Communications Task Force

Wednesday, Nov. 1, 2006

Agenda

- I. Welcome and Introductions
 - Update of Task Force roster
 - Appointment letters from President Festa

- II. Review of RFP and Response Submitted by Stein Communications/Latham & Co.

- III. Brainstorming for Consultant Meetings
 - What does Stein/Latham need to know about College of Charleston?
 - What materials should be provided to them?
 - Who should they interview for the internal branding study?
 - What do we want them to do for us?

- IV. Discussion of general marketing/branding issues
 - Collection of Publications and Print Projects
 - College of Charleston “At a Glance”

- V. Next Meeting
 - Wed., Dec. 6 at 10 a.m., Stern Student Center Ballroom