



Strategic Plan Implementation Committee Meeting  
Communicate Identity and Value – Goal #5  
April 05, 2012 - Agenda  
Classroom B-1, 198 McAllister, 1pm

1. Campus campaign to select a mascot (objective #7)
2. Marketing MSL and LLM programs.

Recap of Progress:

Just to recap where we stand in terms of our overall progress, I thought I would review how the seven strategic objectives had been divvied up in previous meetings, with the understanding that some of these assignments were suggestions made without the committee member being present. We can certainly modify these as we figure out who has the time and/or expertise to devote to “the cause” so to speak.

**Objective 1:** Bryan Zerbe (this objective is a bit vague-- “Publically promote the vision articulated in this plan” --but Shino I was just thinking if it might be valuable for us to do an article about the strategic plan for the fall issue of the alumni magazine? We can discuss tomorrow).

**Objective 2:** Michael Trevino (since Michael is on family medical leave, I will work with him and Alex Shapiro on this one. Alex is not on our committee, but he would need to be involved in any discussions about engaging a professional PR firm). I think Mike Martzke’s expertise in guerilla marketing could be useful here.

**Objective 3:** Marsha Cohen (Marsha has a class to teach during our meeting times on Thursdays, but she may be able to devote some time to this later in April once classes have finished for the semester).

**Objective 4:** Pat Davidson had volunteered for this one and had indicated that it would also be valuable to work with Shino on this. We can discuss if this is feasible at tomorrow’s meeting.

**Objective 5:** Mei Cooley is working on this as mentioned above. Christian Lehrer had also expressed interest in helping with this.

**Objective 6:** Sterling and Blaine worked on this objective and I think we have covered this one pretty well.

**Objective 7:** Artie and Annabrooke are continuing to work on this (mascot) as mentioned above.