



Strategic Plan Implementation Committee Meeting
Communicate Identity and Value – Goal #5
April 23, 2012 - Meeting Minutes

1. Discussion about marketing efforts with the MSL program. Invitation extended to Chris Mammen and Joel Paul to attend future meetings to share LLM marketing initiatives.
2. Agenda for next meeting of May 1, 2012 – Discussion with Alex Shapiro to discuss:
 - Publically promote the vision articulated in this plan
 - Engage a professional public relations firm to work closely with the Communications Department.
 - Establish resources for faculty on how to reach out and communicate with the media.