Marketing the Tarleton Brand
Presenters: Janice Horak and Laurie Gaiser

Committees charged with advising University marketing areas:

**Strategic Enrollment Management Executive Council: Marketing Functional Team**
The Strategic Enrollment Management Executive Council is responsible for policy oversight, evaluation, assessment, planning, and advising on strategies, goals and objectives. The Executive Council's work should focus on research, analysis, marketing, recruitment, and retention. The Council reports to the President.

**Marketing Functional Team**
The University Marketing Advisory Committee helps to ensure a consistent and unified marketing effort for all programs and all campuses related to enrollment. This functional team supports ongoing marketing efforts and provides input concerning additional marketing strategies or needs that may influence student enrollment and institutional reputation. This team's initial charge will be to market the roles and responsibilities of the campus community in the recruitment and retention of students. Additionally, the group will facilitate the telling of Tarleton's story to prospective, current and former students that ensures relevance, consistency and accountability.

**Team Members:** Dr. Jill Burk, Chair, Dr. Karen Murray, Dr. Jennifer Edwards, Dr. Karol Blaylock, Janice Horak, Betsy Ball, Dr. Diana Valdez, Laurie Gaiser, Daphne Hunt

www.tarleton.edu/semec/functionalteams/Marketing

**Web Advisory Committee**
The University Web Advisory Committee is charged with the responsibility of advising Marketing & Communications and Web Services concerning integrity of Tarleton's web presence. The scope of the committee includes advising Web Services in establishing procedures and processes that will help strengthen Tarleton’s web presence and advising Marketing & Communications on the content for the home page. The committee is responsible for reviewing outsourced web services project requests (i.e. C-Vent and CollegiateLink) prior to the purchasing/procurement process to determine how the project fits into the long-term objectives of the University and its web presence. Membership of the Web Advisory Committee includes: Asst. Vice President for Marketing & Communications (chair) University Web Administrator (co-chair) and representatives from Academic Affairs, Finance and Administration, Student Life, Institutional Advancement, and Enrollment and Information Management. The Executive Director of Information Technology Services will serve as an ex officio member.

**Committee Members:** Janice Horak, Chair, Daphne Hunt, Co-Chair, Dr. Lori Anderson, Alyson Chapman, Laurie Gaiser, Leslie Mills, Caleb Chapman, Kari Lewis, Patsy Reynolds, Dr. Kim Rynearson, Stephen Wilson, Becky Gray (ex-officio)

**Recent projects:** Updated front page; governance sharing between Marketing & Communications and Web Services; Tarleton REAL; University Profiles.

**Future projects:** University Social Media Policy; Digital Signage

www.tarleton.edu/marketingandcommunications

**Relationship to the University Strategic Plan:** Imperative 2 – Expand Our Horizons (Grow enrollment strategically); and Imperative 4 -Extend Our Reach. (Increase resources to promote visibility and awareness of the University; enhance program visibility and access; develop new and cultivate existing relationships and partnerships)