

MEMORANDUM

TO: Board of Visitors Marketing Subcommittee
Toykea S. Jones, Chair
Jerri F. Dickeski, Vice Chair
Unwana B. Dabney
Alton (Jay) Harris
Lisa B. Smith
Armstead D. Williams, Jr.

FROM: Giovanna M. Genard
Assistant Vice President for Strategic Communication and Marketing

DATE: September 28, 2020

SUBJECT: Marketing Subcommittee Meeting
October 8, 2020 Agenda

The Marketing Subcommittee of the Board of Visitors will meet Thursday, October 8, 2020 from 10:00 A.M. to 11:00 A.M. via Zoom conference.

ACTION ITEMS:

- I. Approve the minutes of the November 18, 2019 Meeting

ITEMS FOR REVIEW:

- I. **Overview of the role of the subcommittee**
John R. Broderick, President
Toykea S. Jones, Chair
- II. **COVID-19: Campus communications and #ReignResponsibly campaign**
Giovanna Genard, Assistant Vice President for Strategic Communication and Marketing
- III. **Update on marketing spend**
Giovanna Genard, Assistant Vice President for Strategic Communication and Marketing
- IV. **Coordination of marketing activities across campus to maximize resources**
Giovanna Genard, Assistant Vice President for Strategic Communication and Marketing
Andy Casiello, Associate Vice President for Distance Learning