Members present: Kristie Palestino, Jack Calhoun, Shannon Reid, Scott Kalicki, Claudie Mahar, and Alison Stebbins.

Regrets: Steve Guyer, Ralph Rojas, Madeline Maiorano.

The meeting was called to order at 9:06 a.m. at NE Delta Dental, Concord, NH.

1. Approval of the September 17, 2013 Meeting Minutes

Not addressed.

2. Discussion of Final Marketing Report

Ms. Palestino circulated the draft report developed based on feedback from the last meeting.

Lengthy discussion followed. Comments included: add a statement on the genesis of the formation of this committee; list of dates, meetings held, and with whom the committee met; recommendations should have dates of completion and who is responsible; state that the report is developed as a recommendation and responsibility of the chancellor’s office, not the board; break recommendations down by philosophical items first then tactical.

Discussion followed on whether or not this committee should continue; if so as an ad hoc or full committee. It was recommended that we continue in the ad hoc format with quarterly or as needed meetings. Items that could be addressed include: progress being made on the report recommendations; for the Director of Communication to have continued dialogue and input from the Board; periodic review of the effectiveness and utilization of the marketing firm of record; review of ongoing metrics from surveys.

**ACTION:** Ms. Palestino will revise the report based on today’s recommendations/input and email to committee members for final review
and comments. Once finalized, it will be sent to trustees for discussion at the December 12 meeting.

3 Other

Many commented positively about what this committee learned and the feedback and guidance it is providing through its report.

The meeting adjourned at 10:25 a.m.

Respectfully submitted,

Marie Anne Mills
Assistant to the Chancellor