



Marketing Committee
CCSNH BOARD OF TRUSTEES
Meeting of September 13, 2018

Time: 11:00 am

Location: Grappone 217, Trulson Conference Room, NHTI, Concord

Action required

1. Approval of minutes for May 10, 2018 meeting

Information and updates

1. Overview of CCSNH Marketing Efforts
 - Recap for new members - Historical context of CCSNH marketing efforts in the last 10 years
 - Relationship with EVR Advertising
 - Cookson Communications
2. Financial Sustainability effort initiated by Board of Trustees
 - Desire to realize cost savings through shared buying and other leveraging opportunities for marketing and promotional services.
 - Effort led by campus-based marketing directors to develop a sense of collaboration and shared services within the CCSNH system
 - Commitment by Presidents to shared services
3. CCSNH SWIM (System Wide Marketing) Team
 - Current composition
 - Sept. survey on media buys and other college marketing
4. Our focus for now is “getting it right inside” before we go out for a new RFP for marketing services, and meanwhile continue to work with EVR
5. Next scheduled meeting date and time: November 8, 2018 at 11 am