Culture and Outreach  
Task Force Meeting  

Date: October 3, 2012  
Time: 10:00AM – 12:00 PM  
Location: Gump Conference Room, Ross Hall  

MEETING NOTES  

Concurrent Efforts with Implications to Culture and Outreach  
1. New Director of Marketing and Special Events position approved  
   o Currently posted; meeting on October 5 to develop short list of candidates  
   o Target position start date of early January 2013  
2. Branding and Imaging Project  
   o Consultants have been selected and are anticipated to start in next few weeks  
   o Efforts that will support and feed into the ETSU Visioning work  
3. Online Programs Development  
   o ETSU has dedicated an FTE to develop robust strategy for online programs  
   o Staff Resource Joe Smith recommends that we bring in what has been learned in this  
     area to enrich the idea generation process for Culture and Outreach  

Task Force Meetings  
   a. Fridays, 7:30 to 9:30am, beginning October 19 through November 16  
   b. Location will be in the President's Conference Room unless otherwise indicated  
   c. Conference call participation will be available  

Initial Assignments  
1. Members  
   a. Provide initial thoughts in writing to Task Force Chair in response to the following  
      focus question:  
      • What are the key problems you would like to address?  
2. Chair  
   a. Gather all focus question responses into an initial list for first brainstorming session on  
      October 19th.  
3. Staff Lead  
   a. Create Press Release announcing launch of Visioning Task Forces including  
      membership  
   b. Create Press Release announcing launch of the Visioning for 125 effort website to  
      provide transparency and information throughout effort  
4. Task Force support  
   a. Jeremy/Katie to:  
      • Post Committee for 125 data and information references on website  
      • Create electronic team forum for each Task Force to communicate and  
        collaborate going forward