

## **Marketing Committee Meeting Minutes**

April 2, 2019

Attendance: Melissa Crane, Lynnae Hymus, Andrea Andrus, Chris Huston, Lisa Thompson, Nathan Barnhill

We discussed the “Whys” of the videos. They would be used for the website and asking for donations. --  
-The website needs to be on all the videos.

Discussed possibly developing a statement that encompasses what Xavier is because “Academic Excellence” is considered a byproduct.

Chris stated the final draft of the brochure and bids have been sent to Debbi and is waiting for approval.

Discussed a Social Media plan:

- Need to develop a strategy to coordinate posts, highlight events, calendar, etc.
- Videos of events that make Xavier unique such as Pi Day and Exalt week.
- Possibly be part of a class like Yearbook.
- Create a stipend for a faculty member to oversee social media.

Videos and Brochure need to be approved by the board in order to move forward.

Social Media needs to be coordinated by one person.

Decisions need to be made on what the funds received from donations will be used for.

Recommend to the board the marketing committee meet once a month to develop a social media strategy.