

Montgomery College
SOS Sub-Committee
Research, Marketing, and Communication Sub-Committee Report Notes
April 28, 2011

Co Chairs: Tina Bak and Denise Matheny

Members: Paula Carrasquillo, Mansur Tavakoli, Kathie La Martina, Page Whittenburg

Sub Committee met on Wednesday, April 13, 2011 with goals

To determine the

- vision, mission, and goals of the sub-committee
- roles and responsibilities of the members
- timelines to accomplish our goals and
- next steps

We concluded that the vision/mission for our sub-committee should include but will be refined and finalized at our next meeting:

- We want to be a model for Service, Outreach and Support for the other subcommittees and for our chairs
- Creatively and proactively delivering communications and marketing services to the group as a whole

- Prior to the meeting Mansur conducted extensive research which he shared with the group. We plan to focus on extrapolating information to produce collateral material such as fliers, posters, articles, tips of the week to communicate information and produce training materials.

- roles and responsibilities of the members were discussed:
 - Mansur -research, Kathi-Customer Care, Paula-Web and Technology
- timelines to accomplish our goals and
 - Inside MC article by end of April
 - Complete Plan by July 1
 - Web site by August 1
- next steps
 - next meeting May 9, 2011
 - Interface with the Creed Committee
 - Create graphic image