

AOIP Marketing Team
Minutes – February 14th, 2008

Attendance: Evelyn Dow-Simpson, Paula Fisher, Samantha Bousliman, Vickie Ratliff, Kat Gullahorn, Marty Waller, Amy Ballard, Daniel Harmount, Debra Watson, Candace Guerrero, Mary Bates-Ulibarri, Sydney Gunthorpe, Dorothea (Dee) Bluehourse, M.J. McReynolds, Michael Campbell, Cynthia Gallegos, Bill Barr, Sonia Crawford

	Agenda Item	Discussion/Action
	<p>Welcome Review minutes, notes and feedback from January 31st meeting</p> <p>Team Ground Rules</p> <p>Sub team report – Purpose of a CNM Marketing System</p> <p>MCO Recommendations</p> <p>Recruitment Office Presentation</p> <p>Next Meeting Thursday, February 28th 3:30 – 5pm, M-103</p>	<p>Minutes – approved as written</p> <p>Highlights from last meetings feedback were shared:</p> <ul style="list-style-type: none"> • Put items on feedback form during the meeting • Keep side conversations to a minimum • Storyboard sub team needs assistance • Ideas will be compiled so we can capture at a future time. <p>Marty Waller volunteered to make name table tents for future meetings.</p> <p>Ground Rules designed by the original team were reviewed and posted. Team asked that the ground rules be sent to all members.</p> <p>The sub team came up with a marketing system purpose: Thank you to Sonia, Sydney, Mary and Bill for their contribution.</p> <p>The purpose of the CNM marketing system is to coordinate marketing efforts to influence and inform students, faculty, staff and the community about opportunities at CNM.</p> <p>The decision to accept or change this purpose will be decided at the February 28th meeting. Although we accept it we know that in 6 months of listening and learning we may make it better.</p> <p>Paula asked for volunteers to document recommendations to the MCO office that were articulated at the debrief session for MCO. These recommendations would be reviewed by our sponsor Kathy Bercaw for possible implementation. Progress reports would come back to the team in the next few months. Volunteers – Samantha, Paula, Bill</p> <p>Michael Campbell and staff presented the goals and activities of the CNM Recruitment office (see attachment). The office is 10 years old. There were several questions raised and captured on the feedback form. The debrief will be Thursday, February 28th, 3:30 – 5pm, M-103.</p>

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