The meeting was called to order at 12:05 p.m. by Dr. Randy Pembrook.

Those present included:

Phyllis Berry, Bob Boncella, Kimberly Harrison, Bruce Mactavish, Brian Ogawa, Randy Pembrook, *Tim Peterson, Dave Provorse, Cindy Turk

*Designate, Presenter/guest

1. Dr. Pembrook asked Dr. Boncella to present the Marketing subcommittee’s findings.

Dr. Boncella provided a handout, which explained that Washburn University’s graduate programs should be marketed both on and off campus. In order to do this an extended marketing campaign would be needed.

- **Advertise** Washburn graduate programs to increase enrollment;
- **Promote** Washburn graduate programs to increase awareness both on and off-campus;
- **Brand** Washburn graduate programs so they become identified with quality;
- **Focus** on the fact that (with the exception of the MLS) Washburn graduate programs are accredited professional (not research) programs.

Dr. Boncella suggested that the university’s current advertising company –Jones Huyett Partners (jhP) - should be asked to:

- Conduct a “discovery process” with graduate programs – individually and collectively.
- Devise a marketing plan that will advertise, promote and brand graduate education as a whole for Washburn University and graduate programs individually.

2. The important points from this meeting include:

- Richard Liedtke should be involved in this marketing plan
- To assist the marketing team we should suggest:
  - Focused meetings with deans and directors take place
  - Jones Huyett Partners send out question to direct the answers toward the discovery process
  - Graduate departments prepare for a “week of discovery” with the Jones Huyett Partners team.

3. At our December 5, 2012 meeting Tim Peterson, Cindy Turk and Bob Boncella will present for the Graduate Council subcommittee. Discussion items include the size and make-up of the committee to receive graduate proposals (named the graduate council? Graduate Academic Affairs) and its relationship to Faculty Senate. Tim Peterson will also present an update of the common graduate form.

Dr. Pembrook adjourned the Graduate Committee meeting at 1:00 p.m.