



FACILITATING COMMUNICATION & MARKETING / BRANDING

Conference Call on July 18, 2011
8 a.m. to 9 a.m.

PURPOSE OF CONFERENCE CALL	Begin discussion to explore the topics of Facilitating Communication and Marketing/Branding
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STAKEHOLDER:	WIN: A definition of success from each stakeholder
Nancy Johnson	
Sue Clark	
Louann Waldner	
John Means	
Becky Barabe	

DESIRED OUTCOMES: By the end of this conference call, we will have:
<ul style="list-style-type: none"> • A list of ground rules for our conversations and decisions • Awareness of each stakeholder's vision of success for this effort (WIN) • Review list of topics gathered during annual planning meeting, June 2011 • Reach agreement on an Action Plan / Next Steps

AGENDA			
WHAT	HOW	WHO	TIME ESTIMATE
Overview	<ul style="list-style-type: none"> • Clarify desired outcomes for this call. • List additional outcomes as requested by stakeholders. 	Sue Clark	10 minutes
Develop Ground Rules	Gather input from individuals and reach consensus	Sue Clark	10 minutes
Each stakeholder defines vision for this effort (WIN)	Roundtable among call participants	All stakeholders on call	15 minutes
Review list from annual planning meeting	<ul style="list-style-type: none"> • Famous alumni, Board, Businesses Champions for our cause • EWD Awards • CTE Awards • Develop "tell your story" strategies • Regional marketing plan/brand to lead to success stories 	All stakeholders on call	10 minutes
Develop a process		Sue Clark	10 minutes
Reach agreement on an action plan/next steps	List action steps with timeline. Schedule next call.	Sue Clark	10 minutes