

2009 Fall IW Committee
June Meeting, June 16, 2009
Notes sent to members on June 18, 2009

Present: Betsy Morgan (World Languages; co-chair), Julia Beaver (Int'l Students; co-chair), Dan Burns (CHHS), Rosemary Weston-Gil (World Languages), Benita Goldman (Academic Programs Abroad- APA), Kristy Pearson (OIS), David Victor (COB), Gregg Costanzo (Campus Life)

Unable to be present: Justin Meilgaard (APA), Heather Neff (English Language and Literature), Claudia Bean (Int'l Admissions), Pradeep Kantimahanti (ISA), Srinivasulu Pavuluru (ISA), Yenling Chou Von Meister (World Languages)

1. Marketing IW with Ted Coutilish— Ted discussed the DRAFT 2009 International Week Integrated Marketing Communication Plan.

Complimenting the DRAFT REVISED plan Ted sent on 6/17, below includes particular actions needed by the Committee:

- a. Major Strategies. We suggested “recognize international faculty” as a major strategy to the plan. The Committee will brainstorm and add other suggestions at a later date.
- b. Tactics
 - i. Web/Multimedia. We discussed creating at least one short promotional video of 1-2 minutes. The video should be done by early September. Ted suggested including text, making it interactive, and highlighting reasons to attend IW.
 - ii. Media Relations/University Communications. The Committee will need to determine who should speak to the local media and work with University Marketing to write talking points.
 - iii. Tactics- Social Media. We should make a link to the video (point 1bi.) on the IW Facebook page. Kristy has already developed the IW Facebook page and matched the information with what is already on the IW website. She will work to increase our Facebook fans.
 - iv. Outdoor. Ted recommended that we give him about 3 bullet points to feature on the digital billboard. Rosemary gave the suggestion of “the edge” and featuring ways that internationalism can give you an edge.
 - v. Radio. WWJ and wwj.com is an informational resource for parents to help their children succeed. We should send bullet points to Russ Olwell so that he can include a piece with data on how knowing another language, studying abroad, and working with internationals can have large educational and professional benefits.
 - vi. Student Orgs. Ted gave Julia a list of the student leader group’s contact information as key people we should reach out to.

Ted reminded us that one of the best ways to reach out is to attend board, organization, and group meetings to personally get the word out about IW.