Marketing / PR Meeting
5/6/08

- Scheduled to meet with IFAS
- PowerPoint presentation is completed
- Dan was interviewed in local media regarding Think Before You Ink campaign

- Add a blurb on myUFL
- Blurb for internal newsletter and/or websites
- Chalking – needs special permission in order to perform

- Facebook / YouTube presence
- Gator Strike Force
- Screen Saver for Think Before You Ink (Jeff)
- U-REL has created a booking system for training
- Soft launch during the summer
- Hard launch for fall semester when students and staff/faculty come together

Discussion how to have units do a self-survey to analyze cost expenditures on printing, photocopies, etc.

Kimberley is going to break down the efforts into target audiences and then develop a marketing plan that will delegate initiatives to appropriate groups and set schedules and funding if needed.

Discussion re: graphic of emails: size limitations, plain versus rich text emails.

Stickers are on track for production.