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| **Overview,Scope, and Objectives** | *Marketing and Communications Group* (MCG) will recommend strategies and tactics to advance UW’s marketing and communication and website to enhance student recruitment, retention, and success. . MCG will present options or recommendations to the Undergraduate Enrollment Governance Committee for approval. |
| **Key Activities** | Short term: The key activities of the MCG will be to:* Enhance the web presence of UW and evaluate processes that may enhance or deter student recruiting and retention
* Develop the UW brand

Long term: The key activities of the MCG will be to:* Evaluate and recommend policies, processes, and technologies required to support effective marketing and communication for the recruiting and retention of students.
* Consider operational, financial, and technological implications of adopting specific strategies.
* Make appropriate recommendations evaluating current strategies, including web, social medial and print communication.
* Determine optimal policies and practices to develop a university-wide approach to marketing and communication.
* Create recommendations on sequencing implementation of change
* Ensure timely progress to goals
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| **Members**  | * Chad Baldwin, Institutional Communications and Marketing, Co Chair
* Shelley Dodd, Admissions, Co Chair
* Ange De Wolf King, Assistant Director, Admissions
* Emily Edgar, Campus Relations Coordiantor, Residence Life and Dining Services
* James Heitholt, Professor and Department Head, Plant Sciences
* John Mittelstaedt, Professor, Management and Marketing
* Keener Frye, Executive Director, Alumni Relations
* Kenya Johnson, Project Coordinator, College of Engineering and Applied Science
* Kristin Landreville, Associate Professor, Communications and Journalism
* Pam Ten Eyck, Instituional Marketing and Communications
* Steve Russell, Director of Marketing and External Relations, College of Business
* Jenny Petty, Institutional Marketing and Communications
* Lisa Sherrodd, Institutional Marketing and Communications
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| **Reporting** | * Team will provide periodic updates to UW Undergraduate Enrollment Governance Committee
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