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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 |
| **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 |
| **Reporting** | * Team will provide periodic updates to UW Undergraduate Enrollment Governance Committee |