



**Marketing Committee**  
CCSNH BOARD OF TRUSTEES  
Meeting of September 13, 2018

**Time:** 11:00 am

**Location:** Grappone 217, Trulson Conference Room, NHTI, Concord

**Action required**

1. Approval of minutes for May 10, 2018 meeting

**Information and updates**

1. Overview of CCSNH Marketing Efforts
  - Recap for new members - Historical context of CCSNH marketing efforts in the last 10 years
  - Relationship with EVR Advertising
  - Cookson Communications
2. Financial Sustainability effort initiated by Board of Trustees
  - Desire to realize cost savings through shared buying and other leveraging opportunities for marketing and promotional services.
  - Effort led by campus-based marketing directors to develop a sense of collaboration and shared services within the CCSNH system
  - Commitment by Presidents to shared services
3. CCSNH SWIM (System Wide Marketing) Team
  - Current composition
  - Sept. survey on media buys and other college marketing
4. Our focus for now is “getting it right inside” before we go out for a new RFP for marketing services, and meanwhile continue to work with EVR
5. Next scheduled meeting date and time: November 8, 2018 at 11 am