

## **Corporate Partners – Partnership/Marketing Committee Agenda for 5/24/05**

**Attendance:** Ed McKersie, Peter Dufour, Dave Allen, Ben Van der Schaaf (MBA Student Partner), Mary Ann Benson, Elizabeth Confer (student partner), Mike Stoddard, Philip Kaminsky, Ralph Hendrix, Christy Hillman, Jennifer Lathrop, Barb Metivier, Lori Desjardin, Kathleen Donnellon

- I. Defining the opportunities and talking points for Liaisons for 2005/06
- How do we most effectively reach out to students, faculty and administration?
    - √ Can marketing send more frequent updates to members to promote upcoming events?
    - √ Have an online calendar of events to direct members to.
    - √ Peter D has been making head way with the Law School. Should CP host a welcome reception for the Dean of Law School.
    - √ Set up a structured format for each newsletter.
    - √ Connect with more USM faculty to talk about CP.
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### Talking Points for Liaisons:

- Student Business Plan Competition - recruit students, set up presentations by SBPC Planning Committee at student association meetings and other venues.
- Student Partnership Program - identify and communicate with current Student Partners from your school, making sure they are getting the most out of the program. Promote this program in an effort to identify additional students (for late admission to this year's program AND for next year's program).
- Invite interested faculty and students to our monthly breakfasts.
- Identify the student associations within your school. Offer to speak or have another USM CP member speak.
- Promote the fact that USM CP members are available as guest lecturers through students, administration and faculty.
- Identify key faculty member(s); offer to join any faculty related groups?
- Identify an event (one per semester or one per year) that USM CP can sponsor or assist in marketing/coordinating or provide a speaker.

### Liaison Reports

- Dave Allen-Alumni Association: Interviewed students for scholarships and asked if they were familiar with Corp Partners, Student Partners and mentoring programs. The students were not aware. How do we better publicize Corporate Partners?
- Peter Dufour-Law School:

### II. Goals for 2005/2006?

III. What Liaison openings are there which need to be filled for 2005/06?

- School of Business
- ASET
- College of Nursing and Health Profession
- Athletic Department
- Community Programs/CEC

IV. Discuss Meeting Schedule for next year.

- How often do we meet as a Partnership Committee? Should we have Sub-committees: Student Partnership? Student Business Plan Competition and other events?
  - √ Are monthly meetings for the entire group to often?
  - √ Progress reports sent out to the entire group.
  - √ Generate list of events happening on campus, which CP could get involved with. i.e. as sponsor, participants, etc.
- Liaison Committee? How often should these groups meet? Communication ideas for in between meetings?

**V. Marketing Committee update**

- Newsletter Format suggestions: Student Business Plan updates, Student Success story, CP Business profile, Liaison Blurbs,
- Important that all committees communicate information to each other
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VI. Student Partner Involvement

- More direct communication from CP to student partners
- Tell them how to get involved. Face to face instead of general email.
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VII. What are the marketing needs of the Partnership Committee?

- Create a talking points handout for all CP members to have.
- Comprehensive calendar on line
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