

Marketing Audit Agenda

Kelli Horst, Lauer & Associates

Tuesday, April 12

5 p.m.

Jeanie-Marie Price, Director, Office of Marketing and Communications
Meet in Lobby of University Place, Dinner

Wednesday, April 13

7:30 a.m.– 8:30

Doug Swanson, Director, Office of Publications
Seattle's Best Coffee, Urban Center Plaza

9 – 9:55

President's Task Force on Integrated Marketing
SMSU, Room 236, 1825 SW Broadway

10 – 10:55

Faculty: Sy Adler, Sandra Rosengrant, Sarah Andrews-Collier, Debi Elliott, Charla Mathwick, Rob Daasch, Steven Lee*, Duncan Carter*
President's Conference Room, 341 Cramer Hall, 1721 SW Broadway
**unconfirmed*

11 – 11:30

Break

11:30 – 12:15

Bill Feyerherm, Vice Provost, Research and Graduate Studies
SMSU, Room 225, 1825 SW Broadway

12:30 – 1:15

Marvin Kaiser, Dean College of Liberal Arts and Sciences
SMSU, Room 225, 1825 SW Broadway

1:30 – 2:15

Phyllis Edmundson, Dean, Graduate School of Education
SMSU, Room 225, 1825 SW Broadway

2:30 – 3

President Daniel O. Bernstine
President's Office, 341 Cramer Hall, 1721 SW Broadway

3:15 – 4

Robert Sylvester, Dean, School of Fine and Performing Arts
Lincoln Hall, Room 349, 1620 SW Park Avenue

4:05 – 5

Admissions Marketing Group: Bee Jai Repp, Chris Sweet, Karen DeVoll, Paula Harris, and Olivia Alcaire
SMSU, Room 225, 1825 SW Broadway

5 – 5:45

ATH staff: Damon Dukakis, Mike Lund, Josh Rebholz, Molly Moore
SMSU, Room 225, 1825 SW Broadway

5:45 – 7

Office of Marketing and Communications staff
Dinner, Off Campus

Thursday, April 14

- 8:30 a.m. – 9:10 Tom Burman, Director, Athletics
University Center Building, 418 A, 527 SW Hall
- 9:15 – 10 Roy Koch, Incoming Provost (starts July1)
Simon Benson House Dining Room, 1803 SW Park
- 10 – 10:45 Douglas Samuels, Vice Provost, Student Affairs
Simon Benson House Dining Room, 1803 SW Park
- 11 – 11:45 Agnes Hoffman, Associate Vice Provost for Admissions and Records
Simon Benson House Dining Room, 1803 SW Park
- Noon – 12:45 Jeanie-Marie Price, Director, Office of Marketing & Communications
Simon Benson House Dining Room, 1803 SW Park
- 12:45 – 1:30 Mike Burton, Vice Provost, Extended Studies
Simon Benson House Dining Room, 1803 SW Park
- 1:30 – 2 Break
- 2 – 3 Unit Marketing Professionals: Bill Prows, Sara Roberts, Maureen
O’Conner, John Ray, Scott Webber, Dan Wasil, and Pam Gesme-Miller
Simon Benson House Dining Room, 1803 SW Park
- 3:15 – 4 Bob Dryden, Dean, Maseh College of Engineering and Computer
Science
Simon Benson House Dining Room, 1803 SW Park
- 4 – 4:45 Debbie Murdock, Special Assistant to the President
Simon Benson House Dining Room, 1803 SW Park

Friday, April 15

- 8 a.m. – 8:45 Jan Kurtz, Executive Director, PSU Foundation
PSU Foundation, 1600 SW 4th, Suite 850
- 9 – 9:45 Scott Dawson, Dean, School of Business Administration
Dean’s Office, Room 650, 630 SW Harrison
- 10 – 10:45 Kristi Nelson, Interim Dean, Graduate School of Social Work
University Center Building, Room 400N, 527 SW Hall
- 11 – 11:45 Cathy Dyck, Interim Vice President, Finance and Administration
Extended Studies Bldg, Room 207, 1633 SW Park Avenue

- 11:45 – 1:15 Office of Publications Staff
Lunch, Off Campus
- 1:15 – 2 Donna Schaeffer, Assistant Vice President, Development
President's Office, 341 Cramer Hall
- 2 – 2:45 Terry Rhodes, Vice Provost, Curriculum & Undergrad Curriculum
345 Cramer Hall
- 3 – 4 Student Leaders Session (organized by Tony Rassmussen)
- 4 – 5 Pat Squire, Executive Director, Alumni Association
President's Conference Room, 341 Cramer Hall
- 4 – 6 Cassie McVeety, Vice President, University Relations
Off Campus