

Recruitment/Marketing Subcommittee Minutes of meeting of 11/15/01

Present: Al Coby, Denis McKinnon, Kathy Jeffcoat, Angela McCorvey, Keith Goldschmidt and Kevin Janser

The subject committee met this date to discuss the issues involved in insuring that the Marketing/Recruitment strategies employed will produce an extensive list of qualified candidates for the position of President - University of West Florida. After receiving a very thorough briefing by Bill Funk, Korn/Ferry International, the committee opined that it would be most appropriate to adopt the successful approach employed in the past by Korn/Ferry International. Accordingly, the following five basic concepts were agreed upon.

1. Develop Advertising Copy - A set of proposed advertising copy will be developed for SAC approval at the November 29th meeting. Responsibility, Denis McKinnon and Bill Funk.

2. Develop the Advertising/Marketing Strategy - This strategy as discussed in the introduction will include but not be limited to the following:

- A. Publication of the approved ads in appropriated magazines, newspapers, journals, etc.
- B. Tri-fold recruitment pamphlet
- C. "Community Letter"
- D. Detailed briefing manual for the short list (10-12)
- E. SAC member personal efforts

3. Tri-fold Pamphlet - This pamphlet will be produced "in house" with the assistance of Pat Crawford using as a guideline the examples presented by Bill Funk. Responsibility, Kathie Jeffcoat/Pat Crawford. The straw man for the pamphlet will be available at the next SAC meeting.

4. Community Letter - This letter will be the primary source of communication with, alumni, community leaders, contributors, etc. and will have as its enclosures a copy of the tri-fold pamphlet. Responsibility, Kevin Janser/Bill Funk. This will be available for approval at the next SAC meeting.

5. Briefing Manual - When the list is narrowed to 10-12 the manual will be utilized to give very detailed specifics of the position, Trustee's expectations, community expectations, etc. Responsibility, Keith Goldschmidt/Kim Spear. This will be available in the mid February 2002 timeframe.

In addition to these initiatives, Keith Goldschmidt is working on a WEB page specifically dedicated to the Presidential search effort. Also, University publications will be utilized to the maximum extent possible to inform the public on the initiative being perused by the SAC.