

PRESIDENT'S COMMITTEE/TEAMS ANNUAL REPORT

2020-2021 Academic Year

Committee Name: Marketing Committee

Briefly summarize primary activities for the year:

Upgraded the overall look of the marketing presence for Sul Ross. Launched several new marketing campaigns such as I Love Sul Ross and You'll Love Sul Ross. Highlighting students and programs in depth from all 4 campuses.

Briefly summarize goals for the 2021-2022 academic year:

Continue branding initiatives to improve the marketing presence for the university and increase overall enrollment by developing new marketing campaigns and continuing the campaigns that have been successful thus far.

Prepared by the committee/team member: Dean Wilkinson

Please email to Jeanne Qvarnstrom and Michael Pacheco by September 30, 2021

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