

## Executive Council (10/14)

- discussed the petition for the radio station.
- Dr. Tice will be here at 5:00pm.
- Shantytown (all will participate except Anna)

University Senate, this Thursday

- Farm (Dining Services)

mischeduled (re-scheduled)

6:30pm - Monday (Safety Walk)

- meet in SGA office.

Buy-a-Book program

Academic Affairs / Public Relations

Dr. Tice's Leaders Dinner

(Monday's - 7:00pm - Tuesday)

- Voter Activities

- Refer-a-Member program (10 ppl. / person for farm)

- discussed the possibility for renewing the campus spirit award.

- T-shirts will be openly available next week.

- The University may have a disaster/emergency relief fund already.

- the location for the fall banquet was discussed:

possibly - DK 226

- The executive dining room

- Thursday, Parking & Transportation Cntc.

- contract availability and progress report for dining services (aramark).

(10/14)

- Diddle Arena Seating may be nearing a solution.
- University Publications
- Homecoming Float note; this 5:30pm
- John expressed the belief that all of Exec. needs to be at Shanty town - the entire night.

Saturday

9:30 - 4:30pm (Kentucky Museum)  
Galleries A-C

- SACS review cont. -

Bob Edwards arrived at 4:30pm.

- assoc. up for university relations
- wants to develop a marketing plan.

3 m's of program {  
  messages (what is it?)  
  markets (who will it be communicated to?)  
  mediums (how will it be communicated?)

- needs to distill important messages for a plan.
- what is it about western? its comparative advantage for the region?  
  "expect the best" was the western slogan in the past
- how do you articulate what precisely this means



(10/14) exec council

- discussed growth and its management

Boss: suggested the slogan "Come grow with us"

Anna: discussed her knowledge of

John: there is very little to none concerning recruitment in the Western part of the state.

3 - Cost, proximity to home and academic programs, the increase in coverage due to their mascot and its visibility plus athletic performance:

John: Western is stuck in the middle.

Be - there is an strategic - leveling to the image of Kentucky public universities.

- the establishment of doctoral programs.

- Journalism is a program of distinction at Western.

- has always been well-known teacher education college.

- cutting edge of departmental research.

- Mr. Edwards would like to talk to us about focus groups on issues which affect the student community.