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)
  misscheduled (re-scheduled)
  6:30pm - Monday (Safety Walk)
    - meet in SGA office.

Buy-a-Book Program
Academic Affairs / Public Relations
Dr. Tice's Leaders' Dinner
  (Monah's - 7:00pm - Tuesday)

- Voter Activities
- Referenda Reimbursement (1pple/person for farm)
- discussed the possibility for renewing the campus spirit award.

- T-shirts will be open for purchase next week.
- The University may have a disaster/emergency relief fund already.
- the location for the fall banquet was discussed:
  possibly - DC 226
  - The executive dining room
- Thursday, Parking & Transportation Center.
- contact availability and progress report for dining services landmark.


- Middle Arena Seating may be nearing a solution.
- University Publications

- Homecoming Float party, this 5:30 pm
- John expressed the belief that all of Exec needs to be at Shantytown - the entire night.

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

- SACS review ends -

Bob Edwards arrived at 4:30 pm.
- Assoc. up for university relations
- Wants to develop a marketing plan.

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<td>3 markets (who will it be communicated to)</td>
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<td>2 mediums (how will it be communicated?)</td>
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- Need to distill important message for 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
discussed growth and its management
Boss suggested the slogan "Come grow with us!"
Anna discussed her knowledge of
there is very little to warn 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:
Western is stuck in the middle.
Be - there is an static - 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.
- Cutting edge of departmental research.
- Mr. Edwards would like to talk to us about
focus groups on issues which affect the
student community.