

Meeting Date		February 2, 2015	Time	3:00 – 4:30 p.m.
	Agenda Topic	Materials to Review/Background info	Action Planned	
1	Approval of Notes		Approval of notes from 12/1/14	
2	Setting Expectations and Resolving Conflicts	Prior to the meeting, please review the publication (“Setting Expectations and Resolving Conflicts in Higher Education”) that was distributed to grad coordinators via campus mail in December, at the request of Grad Council. It may also be helpful to take a look at Michigan State’s “Graduate Student rights and Responsibilities, available at http://grad.msu.edu/gsrr/docs/GSRR.pdf also, see the “annual progress evaluation” template developed by MSU’s graduate council: http://grad.msu.edu/forms/docs/progressreportmastersplana.pdf	Determine how to use this information in developing guidelines – especially guidelines to help faculty work with students to set explicit expectations.	
3	Student progress to degree-information on individual students arranged by advisor; for review of timelines and milestone requirements.	Graduate Studies will send the student progress to degree information to graduate coordinators.	Identify locations where program milestones should be listed and communicated to students and faculty advisors.	
4	Survey update: where did current grad students learn about the program they’re in?		Please encourage your grad students to complete the very short survey online.	
5	CBN Campus Media advertisements	Pepperdine case study, attached	Determine whether/how to conduct a pilot.	
6	Announcements: The Woolford Trust and Donald Morris Hegy Trust Rotary Fellowships announcement and application on graduate studies website: http://www2.humboldt.edu/gradprograms/scholarships Deadline March 27, 2015 Spring GC meeting dates: February 2, 2015 March 2, 2015 April 6, 2015 May 4, 2015			
7	Important Deadlines: February 2, 2015 deadline to submit an application for Spring, Summer, or			

<p>Fall 2015 graduation and be listed in the commencement program.</p> <p>Nonresident Fee Waivers Programs are expected to submit the names of awardees to APGS by April 1, 2015. Allocation information will be sent to graduate coordinators.</p> <p>GA/TA Tuition Waivers Programs forward names of the graduate TAs/GAs for 15/16 AY to APGS for Financial Aid verification by April 1, 2015.</p> <p>April 15, 2015 deadline for required format review for Spring 2015 graduation.</p> <p>May 11, 2015 deadline to submit final version of thesis or project and approval form with original signatures.</p>	<p>Thesis/Project help is available at: http://www2.humboldt.edu/gradprograms/node/17</p>	<p>Please remind your faculty and students to pay particular attention to the thesis/project submission deadlines.</p>
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Case Studies

Case Study: Archrival Media Agency for Nebraska Book Company

Nebraska Book Company (NBC) is one of the nation's largest brick and mortar textbook retailers. In a constant market share battle with online textbook retailers, NBC needed a way to motivate on-campus students to visit NBC's off-campus bookstore to buy their textbooks. Archrival, NBC's ad agency, worked with CBN Campus Media to provide impression-driving ad placement at student unions, recreation centers, cafeterias, dorms, concert halls, libraries, and other spaces where students go every day.

During multiple four week campaigns on campuses nationwide, Nebraska Book Company received greater store foot traffic and increased textbook sales. Archrival's Director of Media, Tracy Munoz says; "I received a call from our client 3 weeks after the campaign went live saying that the sales number increased and wondered if we had done anything different. We did. We had added CBN's kiosks to the media mix on 16 major college campuses. CBN delivered unprecedented campus exposure with their large format kiosks unlike any other company we've worked with. We believe the spike in sales was largely attributed to these kiosks and will continue to purchase them."

Thanks to NBC and Archrival for sharing their success story!



Case Studies

Case Study: Pepperdine University: Graduate School of Education and Psychology (GSEP).

Pepperdine University's Graduate School of Education and Psychology (GSEP) is an innovative learning community where faculty, staff, and students of diverse cultures work collaboratively to foster academic excellence, social purpose, and personal fulfillment. Looking to engage audiences and build brand awareness for their flagship master's programs, GSEP, sought after CBN Campus Media for marketing strategies to reach students on college campuses.

GSEP began partnering with CBN at 3 universities in 2008. Since then, the partnership has grown to an annual marketing campaign at 11 universities across Southern California. Pepperdine University marketing manager, Cyndi Mukherji, considers CBN's kiosk program, "An integral component to our overall marketing strategy. The strategic placement of our kiosks outside of education and psychology buildings, and in high traffic areas, delivers thousands of impressions each month, while providing a platform to reach our target demographic. We will continue our program with CBN as they grow their network of universities in Southern California and nationwide."

