

Degree Completion Team
January 15, 1999 Meeting Minutes

The Project Team discussed the proposal for the regional advisors and explained that four advisors seemed like a good starting number. It was explained that the only items the sponsoring campus have to pay are the general office needs: computer, office space, supplies.

The conversation moved to marketing and it was decided that TECLink staff would research information to help refine TECLink's audience.

When looking at reaching our target audience, we should recognize that the Internet may not be the best source of marketing/advertisement. We have natural linkages through academic and public libraries and through private companies we work with already. Also, being listed in Peterson's Guide and the like may be a great way to reach people.

Eventually, the regional advisors will be able to help us refine our audience. In addition to using advertising and general marketing to reach people, we should look at some of the free media and outreach methods. We should go to speak at other groups' meetings. We will use the regional advisors to hold open houses, etc.

The name "TECLink" was questioned. Could there be another name? The marketing committee will have to consider this. Next meeting: February 4th, 1pm.