

- Campus Map (Paul Bryan and Scott Cason)
 - tamuc.edu/map
 - The interactive campus map includes the main campus as well as the farm, equine center, and observatory
 - Bus routes and bus stops are featured on the map
 - Location-based information specific to a department or event can be included in the map (either privately or publicly)
 - A private link can be created
 - Edits can be made by individual departments outside Marketing Communications
 - Additional tours will be added over time, including: admissions, agriculture, RLL, nearby restaurant info, special events (e.g. Homecoming), etc.
 - Contact Paul Bryan if your department would like to add or edit anything on the map or if you are aware of upcoming changes
- Update on Wordpress Project (Tim Murphy)
 - There is not enough time to migrate to Wordpress before the Fall semester and make an impact on prospective students, so existing webpages will be edited/deleted/added to fit the desired look in the meantime
 - Current webpages contain too much information
 - Departmental pages are too large and must be cut for simplicity, accessibility, navigability, searchability, and readability
 - Current search feature does not work and pulls too much data (Paul Bryan is currently working on a database search tool to address this issue)
 - Links could be shortened: tamuc.edu/finance
 - The website is not a recruiting tool; it is a marketing tool and a first step for those searching for information
 - College of Education & Human Services
 - Using Mentor Center advisors as graduate recruiters while in the midst of hiring a recruiter
 - Eleven graduate programs to highlight on the web and in targeted recruiting
 - College of Business
 - Currently building webpage templates to be exported into the Wordpress format
 - Will shift focus to editing already existing webpages
 - College of Humanities, Social Sciences & Arts
 - Highlight certificate programs along with degree programs
 - Streamline information retrieval
 - College of Agricultural Sciences & Natural Resources
 - Feature academic programs on main webpage
 - “Buy One Get One” ag courses targeting extension agents and teachers for AY18-19
 - Enrolled 8 new graduate students
 - Would be ideal for main webpage marketing
 - List potential job or career opportunities obtainable with a particular degree or certificate
 - Name of degree programs, as approved by THECB, do not resonate with students (e.g. it is not immediately evident that Agricultural Science and Technology is the degree program for teacher certification)
 - UEC RESPONSE: suggest having a page with career possibilities that links each to the associated degree program

- **Book in Common Author Visit (Tabetha Adkins)**
 - “A Long Way Home: A Memoir” by Saroo Brierley
 - Class visit at 4:00 p.m.
 - Lecture in Ferguson Auditorium at 7:00 p.m.
 - Reception following lecture
- **Announcements**
 - 44 rollover scholarships from the graduate school
 - Free Football National Championship posters available from Marketing Communications while supplies last