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**66 George St. Charleston, SC 29424**

Meeting Agenda

Supervisory Council of the Lowcountry Graduate Center Monday, January 22, 2024, via ZOOM

4:00 p.m. – 5:30 p.m.

Topic: Supervisory Council Jan

Time: Jan 22, 2024, 4 PM Montreal

Join Zoom Meeting

<https://cofc.zoom.us/j/98941607255>

Meeting ID: 989 4160 7255

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* Welcome and Call to Order/FOIA Acknowledgement
* Establish Quorum
* Approval of Minutes – September 23, 2023
* Human Resources: Director Contract Status
* Office/Admin/Finance – more old Opportunity Funds paid
* New Business
  + EOY Impact Statements
  + Opportunity Funds:
    - Citadel Master of Science Polling
    - College of Charleston MTLA (M.Ed.)
  + Website Status
  + Social Outreach Marketing
  + Wide Reach Marketing
  + Budget Revisited
  + Relationship Building / Goals
* Closing Comments
* Adjournment - Next meeting May 10th & September 5th

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**66 George St. Charleston, SC 29424**

Meeting Minutes

Supervisory Council of the Lowcountry Graduate Center Friday, Sept 22 2023, via ZOOM

1:00 p.m. – 2:30 p.m.

**In Attendance**

Suzanne Austin, Provost, College of Charleston – Council Member

Lisa Saladin, Provost, Medical University of South Carolina – Council Member

Sally Selden, Provost, The Citadel – Council Member

Jessica Carter, Director, Lowcountry Graduate Center – Staff

**Call to Order**

With a quorum of members present, Austin called the meeting to order at 1 pm. It was

noted the meeting was publicized to conform with FOIA policy. No one from the media or the

public appeared.

**Approval of Minutes**

Selden made a motion and Saladin seconded to accept the minutes from the May 25, 2023 meeting, without changes. Minutes approved.

**Old Business**

Old Opportunity Funds from last fiscal year (October 2022) have been paid (CofC Certificate in Data Visualization & Storytelling; Citadel Social and Emotional Learning for K-12 Educators, MUSC Pharmacy Digital Marketing Campaign)

Opportunity Funds approved from last Supervisory Council have been paid.

*Opportunity Funds*

Six total applications were collected for this period, all of which were approved and were discussed. The next deadline to apply is April 14 and August 41, 2024. Dates beyond that will need to be scheduled in alignment with future Council meetings.

VOTE:

No questions were noted, and Austin called for a vote with the unanimous decision to approve.

• ACTION ITEM: Carter to send acceptance letters to institutions.

*Directors Report*

*Website*

Director Carter gave an overview of the past and current timeline for the new website company. Integration is hitting some snags with moving from Avatar (old company) to Fruition (new company) getting access, but Director Carter is confident that they will be able to meet the deadline. Overall budget was discussed.

• ACTION ITEM: Carter to continue new website integration for launch.

Transition of LGC Director to MUSC (for 2022-2023) noted

• ACTION ITEM: Carter to follow up with Dr. Saladin for transition.

Marketing Initiatives – Gap Study performed was noted. No action taken.

*Meetings Attended*

Director Carter shared with the Council the various meetings attended, highlighting the interaction with Volvo, the South Carolina Department of Commerce, and the North Charleston Business Expo.

*Social Analytics*

Director Carter shared visuals for the overall marketing that has taken place, noting the organic nature of the advertising.

*Wide Reach Marketing*

Director Carter noted the joint marketing meeting that took place. No action needed.

Director Carter has had the opportunity to meet with media outlets, and many have very robust plans that all can be adjusted based on the reach.

• ACTION ITEM: Carter to follow up for reduced rate marketing campaigns.

*Proposed budget for fiscal 2024 projects*

Director Carter pulled some of the budget numbers for 2021 through 2023, with the suggested budget for 2024, noting that finding and gathering all current information has been challenging.

One suggestion from Carter is to add support staff, rather than go full force with marketing companies. Current support staff for article writing costs LGC around $30k per year. There is a potential to offer a position to marketing or students at the three institutions. Charleston Regional Development Alliance has a free internship connecting program. Director Carter noted to have increased the awareness of the Opportunity funds just through connecting and hopes to continue the growth and support for the consortium institutions.

It’s also important to note that all expenses above should settle and marketing efforts can be increased as needed.

*Goals for the quarter*

Director would like to increase social media presence over the end of the year and beyond by use of current staff for support and by adding in additional interns or support staff. In addition to revamping the website, marketing efforts would be centered around increasing awareness of all three colleges' programs.

Director will continue to increase in Opportunity Fund awareness.

An overall decrease in website expenses will be seen in the upcoming budgets. Because the new website contractor will build in necessary analytic measures, the LGC will be able to use saved monies elsewhere in marketing efforts to make a difference in the overall outreach.

Next meeting date is January 11th; revised based on availability.

There being no further business, Austin adjourned the meeting at approx. 9:40 a.m.

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