Thursday, March 31, 2016
11:00 AM - 1:00 PM
Campus Center, Clark A

PRESENT: Hair, Hochgraf, Ray, Rosen, Sobieraj, Tolan

EXCUSED: Contomanolis, Hannigan, Myers

• Suggestions to invite the following to join the EAC group 3
  o Sandy Baldwin (per Amit)
  o Yossi Nygate (per Clark)
  o New Chief Marketing office for RIT (upon start in July)

• The internal RIT audiences are very different groups
  o Faculty
  o Staff
  o Alumni
  o Students

• Maybe we should create a short module of Imagine RIT or other experiential pieces that show “The Best Of...”. We can broadcast out and maybe someone will stumble upon it.

• Maker oriented courses that span the divide across curricula

• YouTube videos of experiential modules (i.e. micro foods that are edible)
  o Need to define how edX is different than a YouTube channel

• A 1st ASL course should be a priority

• Target graduate education/graduate recruitment – global/regional reach

• We can utilize content marketing via Gannett & Company

• Need to make sure we remain in sync with RITs Strategic Plan
QUESTIONS TO CONSIDER:

• How much have the other edX partners spent to create courses?
• What are the internal expenses associated with course creation for edX?
• Cornell has adjuncts that develop edX content, what would that cost RIT?
• What are the execution costs (TAs, etc.)? What are others spending?
• Who are we marketing to?
  o Strategies will differ depending on the audience
  o We need to identify RITs audience
• Should we add “global use” to our charge?
• What do we need to ask of the other committees?
  o Should they define the market?
  o Need to work with Deb & Jim to identify the target markets so all groups focus on the same
• What are the top 10 things we want to push?
• How have others used edX to improve or expand offerings?
• Are there certain course that help our rankings because of who they attract?
  o ASL?
• Are there other schools we can partner with, split teaching?

MEETING FREQUENCY:

Group agreed to meet weekly for 90 minutes with an agenda of items to discuss. These meetings will be on Thursday’s from 1:00-2:30 PM.

Next Meeting: April 7th at 1:00 PM

Agenda:

• Familiarize yourself with the offerings on edX
  How do other universities do their marketing? (Neil to ask edX contacts if they have this information)