

The University of Rhode Island
Board of Trustees



University Advancement and External Affairs Committee Meeting
Friday, October 23, 2020 • 8:00 a.m. – 8:45 a.m. EDT

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VIRTUALLY**

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AGENDA

1. ACCEPTANCE OF THE AGENDA

2. APPROVAL OF THE MINUTES

- a. Minutes of the September 10, 2020 Meeting [Enclosure 2a](#)

3. DISCUSSION ITEMS

- a. **Annual review of the University's marketing and communications program**

- Linda Acciaro, Director of Marketing and Communications
- Heather Colby, Assistant Director, Brand Marketing and Advertising
- Kelly Mahoney, Executive Director, External Relations and Communications

- b. **Review and discussion of University's national rankings and peer competitiveness**

- Linda Acciaro, Director of Marketing and Communications
- Austen Farrell, Chief Marketing Officer, URI Foundation and Alumni Engagement
- John Stringer, Director of Institutional Research

- c. **Update of *Big Ideas. Bold Plans. The Campaign for the University of Rhode Island***

- Elizabeth Breul O'Rourke, President, URI Foundation and Alumni Engagement

4. ADJOURN

The next URI Board of Trustees University Advancement and External Affairs Committee meeting is scheduled for January 14, 2021.