

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs

AGENDA ITEM: 7 – C
DATE: August 2-4, 2022

SUBJECT

Lawrence & Schiller BOR Marketing Campaign Update

CONTROLLING STATUTE, RULE, OR POLICY

None

BACKGROUND / DISCUSSION

Board of Regents staff will provide an update on the current marketing campaign created in partnership with Lawrence & Schiller. The update will include campaign statistics, current and future messaging strategies, and the campaign's next phase.

IMPACT AND RECOMMENDATION

Not applicable.

ATTACHMENTS

None

INFORMATIONAL ITEM