

### Marketing Committee (2022-2023)

Function	<i>Define and enhance the DSI brand, develop marketing strategy to promote the Institute and encourage member involvement and investment. Co-develop creative content for the Institute's website and other marketing outlets as needed. Develop strategies to promote DSI in alignment with the strategic plan.</i>			
Strategic Plan Alignment	<i>Thrust Area A: DSI Members</i>	<i>Goal A1: Grow membership and retain members</i>		
	<i>Thrust Area B: DSI Programs</i>	<i>Goal B1: Increase stature of DSI journals</i>		
		<i>Goal B2: Increase stature of DSI conferences</i>		
	<i>Thrust Area C: DSI Capabilities and Resources</i>	<i>Goal C1: Build new and enhance existing connections with DSI stakeholders</i>		
<b>Members</b>				
	Term	Role	Name	Affiliation
	Ongoing	Advisor, Executive Director (Ex Officio)	Vivian Landrum	DSI
	2021-2023 2 yr term	Chair, VP Marketing	Jason Deane	Virginia Tech
	2021-2022 1 yr term	Immediate Past Chair		
	2022-2024 2 yr term	Member	Sarah Campbell-Sengupta	St. Cloud State
	2021-2023 2 yr term	Member	Tobin Turner	Presbyterian College
	2022-2024 2 yr term	Member	Jeong Hoon Choi	Youngston State University
	2021-2023 2 yr term	Member	Diane Parente	Penn State Behrend
	2022-2024 2 yr term	Member	Shanan Gibson	Embry Riddle
	2022-2024 2 yr term	Member	Cindy Blair	Brigham Young University
<b>Charges</b>				
<b>2022-2023 charge</b>	<i>Develop a marketing plan with the objective of increasing awareness and applications to each of DSI's major annual awards, with particular attention given to its newest recognition, the Carol Latta award. Due date: January 31, 2023, although actionable items identified earlier can be communicated to the Home Office throughout the upcoming year.</i>			
<b>2022-2023 charge</b>	<i>During and following new website roll-out, evaluate effectiveness of website and user experience. Due date: January 31, 2023.</i>			