

MARKETING

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List of student-athletes honored on Wednesday, November 14 @ 1 p.m.

Felix van Kleef – UNLV (D1)

Chase Phillips - George Mason (D1)

Kotaro Murata - University of Hawaii (D1)

Drew Maiorca - Chestnut Hill College (D2)

Beng Keat Lim - Ottawa University (NAIA)

Hoshi Yadav - Holy Names (D2) (waiting until December to sign??)

Possible:

Steven Strasheim depending on his visit

1. Write a story on each student and post to website (Beth)
2. Send a press release on each student to home town media (Beth)
3. Photograph event (Beth)
 - a. Individual student photos, and individual photos of student with parents and/or coaches.
 - b. Group photos
 - c. Under Oaks in front of barn, on Himalayas.
4. Send a press release on the event to media immediately post event with images. (Beth)
5. Post event on website post event with images. (Beth)
6. Let parents know we will cover the event via Instagram Live (Laurel)
7. Cover event via Instagram Live and post on all platforms. (Karah)
8. Create a 1-2 minute video of the event. (Brian to video, Beth to edit and create)
9. Post a picture each day following the event using his or her individual photos congratulating each student. (Beth)
10. Turn individual photos into an email nurturing campaign for Academy (full-time) prospects. (Beth / Laura)