



5th Annual AL\$ Meetings

Tuesday March 1, 2016

LAX Crowne Plaza, Salon D

AL\$ Advisory Group

10:00 Welcome & Introductions

10:30 Discussion session around a table

Leading questions:

- What strategies get your faculties' attention?
- What strategies get your students' attention?
- Can you create videos with your AL\$ \$\$? Create a template?
- What marketing collateral could work? Door signs? Certificates?
- Faculty Ambassadors' strategies
- Course Savings' reporting

11:30 Strategize 2016 AL\$ awareness & adoption campaign

12:00 Lunch (provided)

AL\$ Annual Meeting

1:00 Welcome

2:00 Overview of program year to date

3:00 Campus reporting & presentations

- Break out – north and south
- Campus presentations (2 minutes each)

4:00 CSU 2016 RFP Launch

5:00 Adjourn & Reception