January 6, 2014

Memo: Incorporating Branding and Professional Relationship Building for Increased Presence of the MPA Downtown and at City Hall

To: Amy, Cheryl, Doreen, Larry and prospective faculty

From: Laura Hendrix/ staff

In a meeting, held with City Manager, Steve Hall, the MPA presence in downtown was discussed. The meeting focused on ways to brand the program with downtown professionals as well as with the general Olympia population. Several ideas were discussed and Steve seemed very eager and excited to work with the college in symbiotic engagements such as internships, meeting space in the Council Chambers for downtown lectures, when appropriate, and the potential for MPA, curriculum driven, community service projects that focus on the positive impacts of our students and alumni.

Support for the potential of a Local Government Concentration was given as well as the possibility of a permanent office space for rotating internship candidates.

The meeting was strictly informational to help with the question of how to increase the MPA presence in downtown and how to improve or build on our professional image within the community.

Steve would like to be known as a willing partner when appropriate.