

LSU | Staff Senate

MONTHLY COMMITTEE and/or LIAISON REPORT

COMMITTEE OR LIAISON: **Marketing Committee**

DATE & LOCATION OF MEETING:

Thursday, April 21, 2016 – 158Q LSU Student Union - 2:30pm

COMM. MEMBERS:

Nancy Arnold, Kayla Kucharchuk, Kendra Hendricks, Jon DeRoche, M.E. Hart, Elizabeth Poret, Maggi Spurlock, George Eldredge, Trey Truitt, Nathan Lemoine

ATTENDANCE:

Melonie Milton, Nancy Arnold, Kayla Kucharchuk, Kendra Hendricks, Elizabeth Poret, Maggi Spurlock, Trey Truitt, Nathan Lemoine, Barbara Reonas, Tammy Millican,

SUMMARY:

I. Welcome

II. Old Business

Updating LSU Staff Senate Marketing Materials – Bookmark

- We ran into issues of editing the previous document. Senator Hart offered ITS (Graphic Designer) help with updating the bookmark. – STILL NEEDS TO BE ADDRESSED

Maggi will work with Melonie to update

LSU Staff Senate Tent

- On hold till 2016-17

“We Got Game” co-sponsorship with the Women’s Center

- Game: Friday, March 4th vs. Alabama (7:30pm)

Successful, 30 to 40 people, families, flashing bracelets, held seats, made an announcement recognizing Staff Senate during game. And, LSU beat bammer!

LSU Staff Senate 40th Anniversary marketing and events

- The committee discussed hosting a Staff Senate Baseball Night at Alex Box. (Tuesday, May 17th vs. Northwestern St.)
- Event planning:
 - Tickets (code) = Staff free ticket + \$4 per ticket (if wish to purchase)
 - Recognition during game – still in process, need script
 - PUR522 needs to be submitted immediately
 - Need to add Staff Senate logo to t-shirt artwork
 - Partnership with Campus Federal (Brian Ainsworth) for “live cooking of jambalaya” prior to the game. - Done
 - Set Up Timeline
 - Event load in – 12pm
 - Event set up and cooking – 12pm to 4pm
 - Tents – 2 CFCU Tents + Staff Senate Tent
 - Event Start – 4pm

- Event End – 6pm
- Game – 6:30pm
- 8 tables, 3 to 5 trash cans, 20-25 chairs - Tammy/Melonie
- Table cloths – See if LSU OCC will donate plastic
- 40th Anniversary cake (2 cakes) - Sam's (Melonie and Tammy)
- Drinks – Staff Senate (Kendra reaching out to CocaCola, request for cans), Melonie request drink bins from Mark F (LSU Student Union)
- Food – CFCU cooking and providing jambalaya in bowls, and bread
- Signage – request from sign from Coke (free)
- Purchase – napkins, bowls, utensils for cake (Melonie)
- Parking – Need 5 spots for CFCU tailgate and cars, post event need spots. Communicate to staff where public parking is located, and how to get to tailgate
- Map of Event location – NEED to create and add to advertisement
- Ice – Senator Adedeji get ice, and ice chests (Mark Forestall)
- Breakdown – Need volunteers
 - Kendra, Nancy,....
- Communication – Construct broadcast email to go out to staff, link to tickets, map, get tickets in advance, event brand – need to determine comm timeline
 - Kendra's idea of having a Purple and Gold day, encourage staff members to wear P&G and post pics on social media, thank you video from Pres. Alexander, promote it through social media and creating a #hashtag (#LSUWorks, #lplg #LSUStaffSen40)
 - Trivia question – first shirt delivered
 - Barbara – Kenneth Miles – getting coaches to wear t-shirts
 - Get Coach Paul Maneiri to wear one of the shirts and get him to record a short video blurb wearing it or with a picture him wearing it.
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- T-shirt distribution (pre-game) - Maggi and Trey will coordinate
- Tailgate location – Still need to confirm
- Staff Senator – t-shirts (Melonie) [Need a size chart]
- Campus Federal – t-shirt sizes needed and amount
- **Communication and promotion of event** via social media, emails, ad in *The Daily Reveille*, and or hard copy post cards to LSU staff.
- Possible Staff Senators being recognized on the field prior to the game, in-game announcement and recognition of LSU staff members in attendance

III. New Business

40th Anniversary Marketing

- Ideas

Next Staff Senate Marketing Committee Meeting (**TENTATIVE**):

May _____ (10:30am – 158Q LSU Student Union/LSU Olinde Career Center)

June _____

Submitted By:

Trey Truitt

Marketing Committee Chair

President-Elect