

MARKETING MONTHLY AD HOC COMMITTEE REPORT

DATE & LOCATION

OF MEETING: August 25th, 2017, Frey Computing Center, Rm 213, 10:00AM – 11:00AM

ATTENDANCE:

Hector Rios (Chair)
Kristen Hernandez (Co-Chair)
Tammy Millican
Hope Dawan
Melonie Milton

NON-ATTENDANCE:

Amber Salvadras
Douglas Villien
Nathan Lemoine

SUMMARY:

- Discussed role of the marketing committee. Mentioned that this might change as there might be additional responsibilities that this committee will be assigned by the executive committee.
- Briefly talked about accomplishments over the last spring semester.
- Discussed findings of PR campaigns survey (Final Presentation LSU Staff Senate.pdf)
 - The document contains a lot of valuable feedback that we feel will provide good guidance for the goals and objectives of this committee.
 - Discussed key results of the survey:
 - Must continue outreach via social media, but must be creative and focus on events that directly pertain to staff. Content must be relevant.
 - In terms of social media, Facebook is preferred. In terms of communication, staff feels like email is the best means.
 - LSU staff still feels lack of appreciation.
 - There is still a lot of lack of awareness of Staff Senate: Who are we and what do we do?

- Talked briefly about the need and desire for a newsletter.
- One critical point that was made in the meeting is that we cannot start encouraging people to use our current outlets until we can make sure that the content we are providing is something that will keep our constituents engaged.
- We talked about having all Staff Senate committees commit to producing relevant content on a consistent basis for our media outlets so we can keep our staff informed.
- We were asked to come with ideas to promote Kendra Gives Back Party event and how to disseminate this information throughout the campus. See attachment.

Action Items:

1. Social Media
 - a. (Hope D.) Posts and general information must be relevant to LSU Staff. Investigate current state of affairs with LSU Staff Senate social media outlets: facebook, twitter, Instagram. How have we done in the past? Is the content relevant? Is there anything we should not post?
 - b. (Tammy M.) Investigate capability of Facebook Boost.
 - c. (Amber S.) Think of other engaging content that can be posted on our social media.
2. Engaging with LSU Staff
 - a. (Tammy M.) How do new employees learn about Staff Senate? Is this something they learn about at orientation?
 - b. (Everyone) If Staff Senate provides information to new LSU employees at orientation, how do we catch their attention so they can follow us? Think of creative ideas. eg. Coupon for discount meals, free coffee, etc that must be activated via the main Staff Senate website. What other promotional items?
 - c. (Tammy M.) Can we send a welcoming and introductory email to new employees?
3. Main Senate Website
 - a. (Hector) Investigate why rolling banner does not work.
 - b. (Doug V.) Determine whether any additional improvements can be made to our website.
4. Newsletter
 - a. (Kristen H.) Research newsletter format from other Staff Senate organizations so we can get some ideas for ours.
 - b. (Melonie) Research existing newsletters across the LSU main campus to ensure that the content of the Staff Senate will be relevant. We do not want to provide the same information others are already providing.
 - c. (Nathan) Are there any organizations (state wide or country wide) that enable multiple staff senate organizations to collaborate and share ideas?

STRATEGIC PLAN UPDATE ON GOALS:

Submitted By: Hector Rios