

LSU | Staff Senate

MONTHLY COMMITTEE and/or LIAISON REPORT

COMMITTEE OR LIAISON: **Marketing Committee**

DATE & LOCATION OF MEETING:

Wednesday, February 10, 2016 – 158Q LSU Student Union - 10:30am

COMM. MEMBERS:

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

ATTENDANCE:

Nancy Arnold, M.E. Hart, Kendra Hendricks, Elizabeth Poret, Maggi Spurlock, George Eldredge, Trey Truitt and Melonie Melton

SUMMARY:

I. Welcome

II. Old Business

Staff Senate Apparel Items

- Ordered and done. We are awaiting for their arrival.

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.

LSU Staff Senate Tent

- Melonie Melton reported back and provided a cost estimate from Rebel Graphix for screen printing our LSU Staff Senate logo onto the tent. Many committee members agreed that the price seemed high, and it was recommended that we explore pricing on a new tent – that would include screen printing.

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

- There were no new updates on this partnership at the time of our meeting. The committee will continue to work with Senator Stieb to support and co-sponsor this event/program.
 - Game: Friday, March 4th vs. Alabama (7:30pm)

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.)**
- Melonie Melton provided historical background on previously Staff Senate events held at Alex Box.
- The committee will explore for the event:
 - Date and approval from LSU Athletics.

- Determine ticket allotment and or pricing for Staff members and or family members.
- Partnership with Campus Federal (Brian Ainsworth) for “live cooking of jambalaya” prior to the game.
- If partnership with Campus Federal is not possible, explore “concession coupons” for a soft drink and or food item for Staff who attend game.
- “40th Anniversary” t-shirt give-away to the first 250 or 350 LSU Staff Members who attend.
- **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

- Marketing teaser over the next six months
- Staff recognized at home LSU football game
- Official 40th Anniversary Party
- 40th Anniversary cupcakes given away at LSU HRM Benefits Fair in October

Next Staff Senate Marketing Committee Meeting (**TENTATIVE**):
 March 2nd (10:30am – 158Q LSU Student Union/LSU Olinde Career Center)

Submitted By:

Trey Truitt
 Marketing Committee Chair
 President-Elect