

# LSU | Staff Senate

## MONTHLY COMMITTEE and/or LIAISON REPORT

COMMITTEE OR LIAISON: **Marketing Committee**

DATE & LOCATION OF MEETING:

**Wednesday, January 13, 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, Daniel Nunez, Trey Truitt*

ATTENDANCE:

**Nancy Arnold, Kayla Kucharchuk, Kendra Hendricks, Elizabeth Poret, Maggi Spurlock, George Eldredge, Trey Truitt and Melonie Milton**

**SUMMARY:**

**I. Welcome**

**II. Old Business**

**Promotional Items**

- New promotional items (chip clips) were purchased in late-November. They were issued out to staff/families at the HOC event in December.
- Still need to connect with LSU HRM to get them included in the New Employee orientations.
- Updating LSU Staff Senate Marketing Materials – Bookmark

Notes: The LSU Staff Senate Bookmark will be updated to include social media

icons and new meeting location. We will explore printing 250 new bookmarks (or more if recommended). Senator Poret will assist with this project.

**LSU Staff Senate Tent**

- Screen Printing/Pop Up banners/Update

Notes: Tent size and logo imprint needs were sent to Rebel Graphics back in late-fall. Melonie will follow up with the vendor to get final pricing.

**Spring 2016 Ideas**

- Explore partnering with the Women's Center to co-host event or utilize their "We Got Game" campaign to expand our scope and staff/family participation.
  - Game: Friday, March 4<sup>th</sup> vs. Alabama (7:30pm)

Notes: The Marketing Committee unanimously approved this partnership. We

explored ways to partner/promote this program with the Women's Center.

There is a tentative planning meeting (hosted by Senator Steib) during the week of January 25<sup>th</sup>.

Suggested ideas for event:

-Blocking off 100 to 150 tickets through LSU Athletics (with the help of Senator Nunez and Tim Messa)

- Host Staff and Families at a location outside of PMAC prior to meet.
- Procure or get donated (from LSU Athletics) Pom Poms to issue out to attending families/staff. Attach LSU Staff Senate Bookmarks to Pom Poms or find a way to brand our partnership on the Pom Pom handle (i.e., stickers).

### **Staff Senate apparel – finalization**

- Final Order request went out January 11<sup>th</sup> (Thank you Melonie).
- Order process/Money collection

Notes: Final orders are being confirmed via email. It was suggested that we either look into using Staff Senate (Foundation) funds to pay for items in advance, then have Staff Senators pay by check for items ordered or start collecting apparel costs upfront from Senators – prior to order. Clarification is needed from Exec. on how we can go about purchasing these items, and we need to get clarification from our vendor on taxes (per item) and shared costs of shipping.

### **III. New Business**

- Recommendations:
  - Senator Hendricks suggested we look into promoting Staff Senate’s “40<sup>th</sup> Anniversary” throughout the 2016 calendar year. [Staff Senate was founded in 1976.] With this, the Marketing Committee could leverage this key anniversary through monthly event partnerships or “LSU happenings” to staff members.
  - Hosting a Staff Senate Baseball Night at Alex Box in late spring. At the event, free Staff Senate t-shirts would be issued out to staff members in attendance. T-shirts would include information regarding our “40<sup>th</sup> Anniversary.” It was also suggested that we explore food at the event. Food recommendations include: cupcakes with 40<sup>th</sup> Anniversary announcements/branding
  - Explore using additional Staff Senate funds to purchase “LSU Staff Senate polos” for senators through the “uniform” purchasing code. Polos would be worn at all Staff Senate events, meetings, and or programs to promote Staff Senate awareness.
- **Tabled till next meeting:**
  - Staff Senate website recommendations – clean up and or updates
  - Utilization of Tigerlink for Staff Senate “Calendar of Events” or “Calendar of committee meetings.”

Next Staff Senate Marketing Committee Meeting (**TENTATIVE**):  
February 10<sup>th</sup> (10:30am – 158Q LSU Student Union/LSU Olinde Career Center)

Submitted By:

Trey Truitt  
Marketing Committee Chair  
President-Elect