

MONTHLY COMMITTEE and/or LIAISON REPORT

COMMITTEE OR LIAISON: **Marketing Committee**

DATE & LOCATION

OF MEETING: **Wednesday, October 14, 2015 – 256F LSU Student Union**

ATTENDANCE: Trey Truitt, Kayla Kucharchuk, M.E. Hart, Elizabeth Poret, Maggie Spurlock, George Eldredge, and Nancy Arnold.

SUMMARY:

I. Welcome

II. LSU Benefits Fair

- Discussion of table set up, volunteer needs, and promotional items/give-aways.
- Melonie will send out a last minute reminder of available volunteer time slots.
- Will need to look into ordering new promotional items after event for the remainder of 2015-16 and 2016-17 events.

III. Fall Fest Wrap Up Discussion

- Consensus was that sponsoring the inflatable Hamster Ball activity was a huge hit and should be explored repeating for 2016 Fall Fest.
- There was a significant line to participate in the inflatable activity throughout the entire Fall Fest event.
- Students, staff, parents, Mike the Tiger, and members of the public participated in the activity.
- Images of the inflatable activity was shared on social media- LSU Snapchat account, covered in *The Daily Reveille* article, and on local WBRZ news television.
- Suggested improvements:
 - Create a greater “Staff Senate” presence through polos, name tags, promo items, and or information handouts.
 - Explore having “LSU Staff Senate” screen printed on the Staff Senate tent. (Local vendor information was given to Melonie after the meeting; Rebel Graphix.)
 - Explore designing and purchasing a “pop up banner” with Staff Senate info, committees, and activities.
- Thanks to shared sponsorship cost from LSU SG and Campus Federal our final costs for activity was under budget. (<\$125)

IV. Ideas for Spring 2016

- Host another Staff Senate meeting and Talking Tour @ Tiger Stadium (Possibly January, March or April meeting)
 - Work on getting messaging out sooner.
 - Possible responsibility of the Marketing Comm to push invite out.
 - Include an online Talking Tour RSVP/sign up to manage participation numbers
- Explore expanding Talking Tour and possible lunch/food/refreshments sponsorship(s) (Possibly Campus Federal or TAF)
- Employee Spring Mixer, Staff Employee Happy Hour at Faculty Club, or including Staff Senate promotional items in the New Employee Orientation packets.
- Hosting a Staff Senate event/invite to a Gymnastics varsity match
 - 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.
 1. Sat. Jan 09 vs. Oklahoma
 2. Fri. Jan 22 vs Kentucky
 3. Open to a third option

V. Staff Senate apparel options

- Committee members view 8 virtual polo samples (short and long sleeve) sent to us from ProFroma.
- Discussed getting "interests counts per Senator" at the next Staff Senate meeting.
- Possible apparel options and a spreadsheet will be issued at the next meeting to determine the amount of interests in purchasing apparel.
- Will decide the apparel direction once we know interests levels and or apparel preferences.

Submitted By:

Trey Truitt
Marketing Committee Chair
President-Elect