

MARKETING MONTHLY AD HOC COMMITTEE REPORT

DATE & LOCATION

OF MEETING: **9/6/2016, 256F Union**

ATTENDANCE: Michelle Lowery (Co-Chair/President-Elect), Elizabeth Poret (Chair), Hector Rios, Maggi Spurlock, Nathan Lemoine, Darcy Waguespack, Jennifer Gomez, Nikki Godfrey, and Melonie Milton (Staff Senate Administrative Coordinator).

NON-ATTENDANCE: Lois Stuckey, Jon DeRoche, Kayla Kucharchuk (Treasurer), and Trey Truitt (President).

SUMMARY:

1. Best Practices
 - a. Promote logo, web link, email address (when appropriate) and social media accounts (Facebook & Twitter) on all promo items and materials.
 - b. Request that Senators post photos from events where they are working/volunteering and tag the Staff Senate social media account or use the hashtag #StaffSenate.
 - c. Use Hootsuite to schedule posts for social media. Share login information with those who post to each account (Staff Senate Administrative Coordinator, President, President-Elect, and Past-President) so that posts are not duplicated or posted early when one is already scheduled.

2. Promo Items & Activities
 - a. Business Cards & Magnets – Committee voted to use a different promotional material this year to replace the bookmark. Business cards could be used by Senators when staff visit them and ask for more information. Magnets can be used as a promotional material for table sits. Possibility of creating a key chain card with important campus phone numbers. The design can be the same, if needed. Maggi will look at options, design, and prices. Michelle will send purple Staff Senate logos to Maggi.
 - b. Chip Clips – Promo item ordered for Holiday on Campus 2015. Only 200 are left. Committee recommended using half at Fall Fest and half at the Benefits Fair.
 - c. Cups – Committee recommended printing new cups with the best practices in the design (logo, web link, and social media). Maggi will look at options, design, and prices for 500 cups.

- d. Hamster ball activity – Michelle is coordinating for Fall Fest similar to 2015. Use photos from 2015 to promote on social media with a countdown approach (4 days until hamster balls, etc.).
 - e. Save the Date cards for Holiday on Campus – Elizabeth will design in the shape of an ornament. Melanie will email this to all building coordinators on campus.
3. Website
- a. Committee reviewed website briefly at meeting.
 - b. Some recommendations included adding a calendar of events, a photo album and either archiving 2015 data or shortening the News & Events section to include a link to see more. The question of placement of these items also came up in the discussion and a recommendation was made to place the calendar in the menu across the top.
 - c. Committee agreed to complete a thorough review individually and submit suggestions for improvements to Elizabeth Poret prior to the next Marketing Committee meeting.
4. Upcoming Events & Marketing Materials

Event	Business Card	Chip Clip	Cups	Magnets	Holiday on Campus Save the Date Cards
Benefits Fair (October)		X	X	X	X
Fall Fest (Sept. 16)		X	N/A?	X	X
New Employee Reception (November)			X	X	
Senator Offices	X				

STRATEGIC PLAN UPDATE ON GOALS:

Outreach methods will be revised and enhanced to encourage more transparency and dissemination of Staff Senate information.

Submitted By: Elizabeth Poret