

MARKETING MONTHLY AD HOC COMMITTEE REPORT

DATE & LOCATION OF MEETING:

Wednesday, January 23, 2019 - 11:00 AM-12:00 PM – Zoom Meeting

ATTENDANCE:

Kristen Hernandez (Co-Chair)

Amber Salvadras (Co-Chair)

Melonie Milton

Jessica Aslin

Meeting Recap and Action Items for Marketing Meeting

Objectives:

- Identify what swag items we still have and if more items need to be ordered
- Design a t-shirt image for the staff appreciation event
- Evaluate existing Spring 2018 newsletter to decide on what to keep and what to remove
- Develop new newsletter that will go out during the Spring 2019 semester

Agenda:

- 1) Swag items
 - a. Need to tag remaining items
 - b. Use remaining items for the Staff Appreciation event (event date?)
 - c. Order more swag (do we have budget for more?)

OUTCOME: We decided that we had enough swag to have for the new staff appreciation event and the staff appreciation event. No need to order anymore at this time.

- 2) T-Shirts design for Staff Appreciation event at Alex Box
 - a. Start looking into design ideas – submit ideas
 - b. Look at previous designs

OUTCOME: We will wait until the Staff Appreciation committee meets to find out what they are looking for in terms of a design. We also need to verify the date for the event. Melonie will bring past t-shirt to the Staff Appreciation meeting for everyone to see what we have used in the past.

- 3) Staff Shirt – Another order?

OUTCOME: We decided that we will discuss another sale for the Fall 2019 semester.

- 4) Staff Newsletter (goes out in the Spring)
 - a. Look at previous version (suggest using branded option)
 - b. What do we want to add or eliminate?
 - c. Assign marketing committee to different sections of the newsletter
 - d. Decide on due date for members to submit content
 - Kristen can be point on this to put all submitted content into the newsletter

OUTCOME: We discussed doing an infographic instead of a newsletter. We will look at this again next meeting when we have more people in attendance. We need to decide what needs to go into it and assign people to assist with collecting the information.