

MARKETING

MONTHLY COMMITTEE and/or LIASON REPORT

DATE & LOCATION OF MEETING:

4/4/2017, 256F LSU Student Union – 2:30 pm

ATTENDANCE:

Elizabeth Poret (Chair), Nathan Lemoine, Michelle Lowery (Co-Chair/President-Elect), Maggi Spurlock, and Melonie Milton (Staff Senate Administrative Coordinator), Alicia Buckelew, Rodney Hebert, Marissa Adams, Annie Boudreaux, (Markam Student Representatives).

NON-ATTENDANCE:

Hector Rios, Jennifer Gomez, Kayla Kucharchuk (Treasurer), Darcy Waguespack, Jon DeRoche, and Trey Truitt (President).

SUMMARY:

1. Staff Senate Appreciation Event – Baseball game and cookout: Tuesday, May 16th, Northwestern State, 6:30 pm
 - Michelle proposed a budget approved by Exec., it was decided that we could order the minimum of 144 shirts for the baseball event. Regarding the t-shirt design, we will go with the crossed bats for the front and veto the '41' on the back of the shirt. Michelle will take care of the CUR approvals for the logo. We still need an overall quote from Brand Junkie including the shipping.
 - Alicia may be able to secure drink donations. Michelle will complete the required LSU donation forms.
 - Alicia will contact Jennifer Springstead to secure 8 tables and the chairs needed for the event. This will be of no cost.
 - Graphics to promote the event are still in progress.
 - The event will be advertised via social media and broadcast email after spring break. We would like to again take pictures of prominent LSU staff wearing the shirt.
 - Markham will draft an email to be sent out to Strat. Com. for broadcasting purposes.
 - Create a graphic for TV screens (MYLSU banner)
 - Michelle will send 2016 baseball invite to Rodney
2. Promotional banner – the committee made a decision on the banner style, and we will use a photo taken from the next general meeting. Melonie will send an email to the senators regarding dress code and timing of the photo. Annie will call approved vendor Vivid Ink to get a quote on the banner price.
3. Gymnastics tour – after the next general meeting the senators will have the opportunity to tour the gymnastics facility. The cost to rent the Legends room for the general meeting will be \$375.
4. Social media – Markam will update the social media calendar for approval.
5. Markam's final presentation will be April 25th, Michelle will send out an invite.

6. Survey to LSU Staff – drafted and approved, with 14 required questions and 6 optional (demographics). Would prefer to send this out as soon as possible so Markam has time to process the data.

Next Staff Senate Marketing Committee Meeting:

May 2nd (2:30 pm – 256F LSU Student Union/ LSU Olinde Career Center)

Submitted By:

Elizabeth Green

Marketing Committee Chair