

MARKETING MONTHLY AD HOC COMMITTEE REPORT

DATE & LOCATION
OF MEETING: **12/6/2016, 256F Union**

ATTENDANCE: Michelle Lowery (Co-Chair/President-Elect), Elizabeth Poret (Chair), Nathan Lemoine, Maggi Spurlock, Jennifer Gomez, Kayla Kucharchuk (Treasurer), and Melonie Milton (Staff Senate Administrative Coordinator).

NON-ATTENDANCE: Hector Rios, Lois Stuckey, Darcy Waguespack, Jon DeRoche, and Trey Truitt (President).

SUMMARY:

1. Committee Initiative

The committee met with Sadie Wilks from the Manship School of Mass Communications. Sadie will be teaching the Marketing Campaigns class in the spring semester and has offered to include the Staff Senate as one of the featured class campaigns. We will be working with a group of 5-6 students during the semester to create and implement a marketing campaign on the behalf of Staff Senate. Sadie has asked that the Marketing Committee meet in January with our campaign group. Additionally, several representatives from the Senate will need to visit the class (second week in January) and give a brief overview of who we are and what we would like to accomplish. It was suggested that we highlight the strategic plan. The four steps of the project will include 1. Research 2. Action Plan 3. Implementation 4. Evaluation

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2. Website

The Staff Senate website is complete for the time being, as the campaigns class may have some suggestions in the near future.

The LSU HRM subsite has a page specifically dedicated to Staff Senate. It was recommended that we request the page to be edited to only include the Staff Senate mission statement with a link to our website.

3. Social Media

The monthly social media engagement plan was adjusted with the addition of a monthly introduction. Elizabeth will create the December and January schedule for these posts and send to Melonie.

4. Promotional items

Maggi is looking at quotes for the key chain fob in the quantity of 500-1000.

During the November meeting a senator requested apparel that denoted 'LSU Staff', purchased through Staff Senate. It was decided that the committee did not want to handle multiple variations of our merchandise, but would send the request to the Book Store committee.

5. Apparel/ branding

We have 13 items that have been requested for order; aiming to order in December/ January. Elizabeth will compose the list of orders.

STRATEGIC PLAN UPDATE ON GOALS:

To engage more LSU Staff through social media the committee has developed monthly social media themes.

The committee is currently working with Sadie Wilks and the Campaigns Class from the Manship School of Mass Comm. to create and implement a marketing plan for Staff Senate.

Submitted By: Elizabeth Poret