

MARKETING MONTHLY AD HOC COMMITTEE REPORT

DATE & LOCATION

OF MEETING: November 16th, 2017, Frey Computing Center, Rm 213, 10:00AM – 11:30AM

ATTENDANCE:

Hector Rios (Chair)
Kristen Hernandez (Co-Chair)
Amber Salvadras
Nathan Lemoine
Melonie Milton
Tammy Millican
Douglas Villien
Michelle Lowery

NON-ATTENDANCE:

Hope Dawan
Jonathan Levesque

Meeting Recap and Action Items for Marketing Meeting

- Benefits Fair update
 - Talked about the need to have informational flyers, business cards, and a bigger banner.
- Newsletter
 - Discussed progress of newsletter and presented an initial draft. Still working on coming with more content.
- Main Website
 - Melonie is still finalizing changes to the website. She will also be creating a rolling banner so that we can have more pictures.
- Brand Training
 - Jewel Hampton with Strategic Communications presented on the university's new branding efforts. More info here: <http://www.lsu.edu/stratcomm/online-brand-guide/editorial-style-guide/index.php>

Submitted By: Hector Rios