

MARKETING

MONTHLY AD HOC COMMITTEE REPORT

DATE & LOCATION
OF MEETING: **10/4/2016, 256F Union**

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

NON-ATTENDANCE: Lois Stuckey, Jon DeRoche, Nikki Godfrey, and Trey Truitt (President).

SUMMARY:

1. Website

- Review Google Analytics for the page to identify redundant or used links.
- Suggested updates: Hector to work with Melanie to restructure website for consistency
 - Limit text on the home page
 - Update 2015 HOC info to 2016
 - Shorten right column: News and Events 'Highlights', limit to 5 articles with a 'click more' link; Remove Resolutions and place at the bottom of Reports page; Un-publish Chancellor's Spotlight award
 - Add a group photo to the body of the first page; take photo at October meeting
 - Move Presidents contact info off the home page; move to Presidents Address page
 - Shorten left column: Consolidate 'Missions, By-laws, Constitution, Past Presidents' under About Us (add tab to the top); News and events tab on the top – archive
 - Reports: display July 2014 to present and archive anything previous.
 - Add a calendar of events (if possible); tab on top
 - Add social media links to Contact Us page
 - Merge Feedback into Contact Us page if possible
 - Embed Twitter and Facebook onto the website; underneath News and Events

2. Social Media

- Hootsuite free version; Melanie will create the account this month and share login with Exec members.
- Social media

- #CommunityFeedback hashtags to engage social media followers: Thanksgiving #whatareyoutahnkfulfor, December #tistheseasontobe... January #newyearresolutions. Maybe link this to the Staff Senate Feedback tab.
- 3. Promotional items
 - Maggi is ordering 500 Cups (add website and social media link to artwork) and 200 HOC Save the Date ornaments. Maggi will create a Save the Date to be printed by Melonie on Cardstock.
 - Keycards – to potentially replace the bookmark; get a quote from Maggi’s vendor.
- 4. Apparel
 - Need a dozen items to place an order. Should we include new items for existing senators who already have purchased these items (cotton cardigan, Tee shirt, quarter zip)? Will circulate at the next general meeting or offer order form through Tiger Link. What items would the general committee members be interested in ordering?
 - Potential fundraising opportunity: create a ‘Staff’ shirt...?
 - Overall consensus to keep the ‘Staff Senate’ artwork so it continues to promote.
- 5. Benefits Fair
 - Maggi is ordering 500 Cups (add website and social media link) and 200 HOC Save the Date ornaments.
- 6. Committee Initiative
 - Michelle will reach out to PRSSA advisor to inquire about students to work on marketing plan.

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