

## MARKETING MONTHLY AD HOC COMMITTEE REPORT

### DATE & LOCATION

OF MEETING: **September 21<sup>st</sup>, 2017, Frey Computing Center, Rm 213, 10:00AM – 11:00AM**

### ATTENDANCE:

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

### NON-ATTENDANCE:

Tammy Millican  
Hope Dawan

### Meeting Recap, Proposals for Exec (highlighted in yellow) and Action Items for September 21<sup>st</sup> Marketing Meeting

1. Marketing Committee Mission and Goals
  - a. Continued reminder. In everything we do, we keep the mission of the staff senate in mind. Content on all of our communications means must be relevant to LSU staff. That's who we work for.
2. Benefits Fair
  - a. Promo items: Winner #1
    - i. (Melonie) Order 250 Media Loungers, Black/Silver with [www.lsu.edu/staffsenate](http://www.lsu.edu/staffsenate) logo.
    - ii. <https://www.4imprint.com/product/111181/Media-Lounger-Silver>
  - b. Drawing contest will be a combination of "Like and Comment to Win" on Facebook and paper forms submitted during the event.
    - i. (Amber) Put together official rules for contest.
    - ii. (Melonie) Printout paper slips
    - iii. (Kristen) Create sponsor "collage"

- iv. (All) Confirm vendor commitments:
    - a. Jasmine's on the Bayou, Hannah's Smokehouse, Lollipop Cakes, Wildtree, Yassie's Unlimited Creations, Barnes and Noble, CC's Coffee House, Rouses (maybe), Any more commitments?
- 3. Newsletter:
  - a. Propose to Exec that we do not do a Newsletter. Instead we propose a quarterly report.
  - b. (Hector) Investigate software options to create report.
  - c. (All) What will the report include? Some ideas.
    - i. Resolutions (in progress and passed)
    - ii. Top 5 Issues we are working on
    - iii. Events we have participated on
    - iv. # of current staff senators, by gender, and maybe by department?
    - v. Scholarship money awarded.
- 4. Social Media
  - a. Propose to Exec that we stop posting content that is not relevant to LSU Staff (including events). Instead we need to post about what WE do and what WE are working on. We might need a dedicated person for this. We also need more people with the ability to post, but we must ensure consistency across all outlets.
  - b. (All)Some ideas:
    - i. Meet your Staff Senator: once a month highlight a Staff Senator
    - ii. Department Highlight: once a month, highlight and give kudos to a department on campus.
    - iii. Staff Spotlight: once a month, post about a random staff member.
    - iv. Did you know?: highlight something of value to the staff (e.g. Employee Hub)
    - v. On a rolling schedule, have every committee commit to submitting content.
    - vi. Staff Senate at Work: post a picture of a meeting you are attending.
  - c. (Tammy) Facebook Boost feature. We'll look at this later.
- 5. Main website
  - a. Propose to Exec that left navigation on page is removed so we can have a rolling banner. Links will need to be moved to the top.
- 6. Other alternatives to engage with employees
  - a. Propose to Exec that we send an introductory email to new employees.
  - b. Propose to Exec that Senators have a separate email signature.
- 7. Kendra Gives Back Party
  - a. (Doug/Melonie) Will see if tripod can hold our banner
  - b. (Melonie) Thank you cards to hand out to people that buy during the event.
  - c. (All) Staff Senate should be doing more of these events. More discussion needed on this.
- 8. Meeting Schedule Change
  - a. Agreed to hold next meeting on Monday Oct 16<sup>th</sup>.

Submitted By: Hector Rios