

Marketing Committee 2018-2019

COMMITTEE REPORT #1

DATE & LOCATION
OF MEETING:

Friday, September 14, 2018 in 219 Peabody Hall

ATTENDANCE:

Amber Salvadras, Co-Chair, Kristen Hernandez, Co-Chair
Michelle Lowery, Jessica Aslin, Jill Clemmons, Melonie
Milton.

NON-ATTENDANCE:

Hope Dawan, Nathan Lemoine

SUMMARY:

Benefits Fair: Tuesday, October 9, 2018

Discussion around the table involved choosing promotional giveaway items and what other information we may want to pass out to visitors at our table. We have a \$500 budget to work with and we want to choose something different but useful. (Amber) asked if the group would take some time to look up some different promo items online and make suggestions by Monday.

UPDATE: since the meeting, group email conversation was made to discuss the options. We were torn between two items: a fun backscratcher and a practical kitchen spreader. The total cost for 250 of both items with shipping and production was \$592. The extra \$92 was graciously donated to our cause!

Both items have been approved and ordered.

In addition to the benefits fair, items will be used throughout the year as needed.

Request for volunteers to work the table in 30-60 minute shifts will be sent out at the main meeting and via email from Melonie.

Drawing for prizes was discussed briefly. While last year's contest was successful, there was much confusion when involving social media since not all have social media. We talked about how there was almost too many prizes/price points. No further discussion was had at the time to either do a drawing or not.

UPDATE: since the meeting, President Millican mentioned at the main meeting that she really enjoyed the contest last year and was hopeful that we would do something like it again this year.

(Amber) sent an email to the whole committee requesting to either meet once more briefly in the next week or to send thoughts on possibly having a basic drawing at the table not involving the need to like and share social media. Also asked that if anyone had any prizes they could secure, then we can hold a drawing. Seeking 3-5 prizes.

As of 9/26/18 prizes are:

1. Staff Pride TShirt
2. PJs Coffee Gift Card
3. Circle E Candle
4. Alumni Hall Gift Card

T-Shirt Sales: Summer Staff Pride T-Shirt sales were a huge success! We raised \$3000 to go toward our staff scholarship fund.

Discussion for a second shirt sale in mid to late October offering a v-neck tee and a polo.

Price: polo \$21 up to XL and \$23.50 2X -3X

Price: V neck Tee \$16 up to XL and \$19 2X to 3X

The committee would like a portion of the funds raised to go toward the general support fund and the rest for the staff scholarship fund.

UPDATE: prices may need to change and reflect tax. Date of sale will be October 15 through October 26.

Social Media: briefly discussed what we would like to post or not post and what it should entail. If it is not LSU staff related, it should not be posted. More detailed discussion at a later date. Michelle offered to share with us the social media policy that is used for Student Government and the Office of the Dean of Students.

Future Topics to discuss:

1. Creating a YouTube channel for Staff Senate
2. Creating a presentation for staff senators to use when speaking about our organization to different audiences
3. Social Media
4. Strategic Communications/ LSU Branding and Templates

STRATEGIC PLAN UPDATE ON GOALS:

Stronger representation and communication: coming up with ideas to draw in more visitors to our table at the benefits fair by hosting a drawing with fun prizes from generous donors as well as some new promotional items with our name on them and they are a great conversation piece. This will also get fellow staff members talking about us outside of the fair. This will show our appreciation to staff.

Conversations at this event may also bring in feedback from staff members; comments or concerns. This will increase outreach to fellow staff members.

Submitted By: Amber Salvadras (Co-Chair) and Kristen Hernandez (Co-Chair)