

Values Commitment Steering Team Meeting Minutes

3/29/16

In Attendance: April Atkinson, Christopher Bell, Giovanni Fernandez, Savannah-Jane Griffin, Colleen Price, Elisabeth Poeter

UPDATES

Marketing our Values

- We invited the Office of Marketing to come and share what they are currently doing. April Atkinson came and shared all the ways in which individuals can market events on campus. You can see attached an outline of how to market events on campus.
- We also discussed some ideas on how we could better market our values around campus. We talked about images and pictures with descriptions of students/faculty/staff acting out our values that could be placed in different buildings across campus. April said she would be happy to bring this idea back to the Marketing team and to continue the conversation.
- We decided that we would invite Amanda Thomas from admissions to our next meeting on 4/19/16.

Global Citizenship:

- Elisabeth was going to follow up with WORLD International Learning to get data on the number of current students that study abroad and the list of places students study abroad.

Personal Growth:

- Follow-up with Facilities (Al Allen) about the refillable water filtration systems installed on campus, still haven't heard back.
- There is a task force that is being formed by Human Resources to discuss Stetson's Healthcare program. Individuals that are on the task force include Giovanni Fernandez, Colleen Price, HR representative, UnitedHealth Care representative, and a Florida Hospital representative. They will be meeting soon.
- There has been discussion around the quality of the commons food, because there is a new Dining Services Director starting we feel it would be important to set up a meeting with them to discuss the quality of the food and see what their plans are.

Intellectual Growth:

- Our Committee is still trying to figure out, which topic to put most of our attention towards. Here are the different topics we have discussed
 - Book Feasts
 - Diversity and Inclusion Task Force Initiatives
 - Professional Development Discussion Circles that are opened up to the entire campus community
 - Academic Integrity – Plagiarism – Look into programs like: “Turn it In”
 - Cultural Credit Task Force will be meeting again in early April to discuss next steps

Values Day Planning:

- The call for workshops will go out shortly, Peter Nyong'o Kenyan Senator has been selected as the Keynote Speaker for Values Day, and the website will be updated shortly as well.

Next meeting Tuesday, April 19th at 4pm in Allen Hall

***Attached is the info sheet April Atkinson provided the team**

Marketing Your Event

1. University Event Calendar

- See what other events are happening on the calendar that may present challenges or conflicts in getting people to the event. If your date is flexible, is it worth rescheduling at a better time?
- www.stetson.edu/today - Submit your event to the online calendar of events on the right hand side with all important information. Is there cultural credit? Is it free? Is it open to the public?

2. News and Media Contact

- Are you bringing a notable person to campus or is your event providing collaborative discussion on a current topic in the news or media? If so, our University Marketing News and Media team wants to learn more about your event and may be able to help you generate media attention or highlight your speaker or event topic as a larger feature on Stetson Today.
- Visit “*Story Idea*” on Stetson Today to provide information directly to our team. The form will ask about your overall message, who you are trying to reach, and what outcomes you want your guests to walk away with. Even if your event doesn’t become a larger story, our team can help you think creatively on ways to promote your event or provide other contacts on campus that may be able to provide additional support.
- **Social Media** – information shared with our News and Media team is also shared with our Social Media staff member who pushes Stetson Today stories online through our branded university social media channels such as Facebook, twitter and Instagram. From there we encourage you to re-share the universities formal posts onto your individual Facebook pages to extend outreach while keep the brand integrity.

3. Announcement on Stetson Today

- “**Submit an Announcement**” button on the right hand side – Log In and choose which group (Faculty, Staff, Students) who want to see your announcement. Make sure the title stands out and encompasses what you want them to do (go to an event, take a survey, etc.)
 - Ex: “John Doe discusses diversity this Tuesday March 29th” , “Deadline to register for Commencement is _____”
- Announcements are sent daily via email through Stetson Today. Think strategically on when to submit your announcement so the email can also serve as a reminder or follow up to any previous marketing materials to the community as the date approaches.

4. Printed Materials

- Contact our Creative Services team to see if they can assist you with creating printed materials such as fliers, postcards, invitations, etc. that would promote your event while support our current brand look and feel.
- Fill out a “Submit a Project Request” on the Creative Services webpage www.stetson.edu/administration/creative-services and they can assist you in presenting options within your budget that would meet your needs.
- Fliers and postcards put into campus boxes helps reach those who may not be checking email or Stetson Today consistently.

5. Tabling in High Traffic Areas

- Order coffee or snacks and set up a table outside of the CUB for face to face interaction with the campus community. Have sticker printed promoting the event or topic placed onto individual snacks or other giveaways

6. Banner Placement

- Have a banner made advertising your event and reserve CUB or Palm Court space to hang it the week prior to the event. You can reserve banner space through Campus Life in the Hatter Sync system

7. SGA

- Contact them and request to attend one of their meetings to share details of your event or topic that would be of interest to students and ask them to help spread the word. They can be a great resource in reaching students on current topics and events that support our values and strategic goals. They can share the details with their individual groups or classmates.

8. Digital TV screens across campus

- Prepare a PowerPoint slide and ask the below areas to post your slide for a set amount of time in their current rotation.

Maria Francis – School of Music

Trena Wetherington – Arts & Sciences

Nikki Tucker – CUB/Coffee Shop

Matt Muser – Hollis Family Student Success Center

Caroline Skinner – LBC

Rob Mundell – Celebration campus

James Kelly – Hollis Center