DIRECTORS’ MEETING AGENDA
Minutes
September 16, 2010
10:00 – 11:15

Attendees: Cissy, Roberta, Alicia, Robbie, Coach, Ben, Heather, Craig, Tracie

Guests: Matt Lambert, Public Affairs

StudentVoice/NASPA
Alicia reported that surveys will be done for Orientation, Residential Life, mental health, and Career Services, to be administered 2 in the fall, 2 in the spring. The calendar will be sent to directors for approval on 9/21. The $2500 fee will be equally split between offices; Alicia will pay out of her budget and send transfer notices. Tracie to get NASPA i.d. and password to Alicia.

Family Weekend
Craig reported that we already have 250 paid registrants, a 30 –head increase over this time last year. Everyone is invited to attend the Welcome Reception. A discussion was held about serving alcohol at the reception; the decision was to not serve alcohol as it is mainly a first and second –year event and does not send the right message.

Opening Doors
Craig reported that the r.s.v.p response from faculty/staff participants is very good; Craig to send list to Cissy and Roberta. Cissy stressed that communication to faculty/staff must be clear. The gift bags may be donated by Whole Foods, and will include a cookie and other campus information. Craig called for everyone to submit their inserts. Alicia volunteered that she could provide bags for next year’s event.
Social Media/Foursquare

Heather & Craig are sitting on a committee that is made up of 15 universities beta testing Foursquare, a social networking application. They hope to use it to help grow the Loyola brand, Student Affairs in particular. By the next directors' meeting they will have a draft of rules to be put into place on how staff should appropriately use Foursquare.

Marketing Plan Template

Heather presented a draft marketing plan template that was created by herself, Craig, Alicia, and Roberta. The purpose of the document is to capture event projects during the year and track the marketing efforts to make sure all marketing appropriate to the event is completed. Cissy recommended adding a column for outcomes and evaluation, and one for # of participants. Coach asked that Wellness be added to the list of contributors. Cissy suggested that each event have an executive summary to gauge its success.

Other Business

Matt Lambert from Public Affairs joined us at 10:15. There was a miscommunication as to the purpose of his visit, so the group was unprepared to discuss branding strategy. A separate meeting will be scheduled at a later time.