

StudentsACT Meeting Minutes

Meeting Date: Thu, Mar 27, 2014 Time: 6:35pm – 7:34pm Location: ACT 801

Type of Meeting: General Meeting Advisor: Heather Davis

Facilitator: Philip Kwong Note Taker: Sharon Sunny

Attendees:

Name	Title	Location	Present
Heather Davis	Advisor	Denton Campus	Y
Philip Kwong	Chair	Denton Campus	Y
Sharon Sunny	Secretary	Denton Campus	Y
Jasmine Brock	Member	Denton Campus	Y
Adel Castillo	Member	Dallas Campus	Y
Tanya Island	Member	Houston via Phone	N
Matthew Delashaw	Member	Denton	Y
Yvette Pawnell	Member	Houston via Phone	Y
Petina Powers	Member	Denton via Phone	Y
Mitchel Shows	Member	Denton	Y

Minutes

The meeting was called to order at 6:35pm by Philip. The minutes from the previous meeting on 02/26/2014 were reviewed and approved [[see Wiggio doc](#)].

Agenda Item: Chair Report

Discussion: Last week's Lasso included coverage of the committee and our initiative. The coverage was informative but did not include a link to the survey. The forums held throughout the past two weeks had okay attendance and a lot of free stuff was handed out to students and staff.

Agenda Item: Sub-committees Reports

Discussion:

Research: The survey seems to be skewed due to the disproportionate spread of undergraduate and graduate students. Distance students should be yielding 26% but it showed only 11%. More students will be notified tomorrow, Friday 28th. Survey will stay open through the first week of April.

Operations: Adel addressed the success of the Dallas information tables. He mentioned that it was definitely hard to get people involved due to them rushing to classes and the fact that they were graduate students. About 8-10 people took the survey.

Heather addressed the Houston information tables and shared that Houston does not have a cafeteria contributing to the factor that there is no commonplace of students to gather at a certain time. She did however find a lounge area where students are known to gather, and she and Yvette were able to talk to a good amount of students about the survey. The salad shakers were extremely popular, and Heather thanked Petina and the Marketing team for their ideas and creativity.

Jasmine addressed the apartment fair and said that was well-attended with a lot of students approaching the table for information. Adel suggested that people sometimes go out of their way to avoid these information tables because they might fear that we are trying to sell items.

It was suggested that maybe next year, the committee could utilize the free speech area to get the word out and consequently get a good turnout. Working with commuter services also turned out to be a great idea for marketing. There were a couple of misses but there were definitely successes.

How can we improve the marketing strategies?

- Starting the marketing earlier in the year should help with the committee next year.
- Mitchel suggested the sidewalk chalking which catch the eye whenever students are walking to class. Even if there is no attention given to it, the constant advertising will be effective.
- Adel expressed that it was difficult to let the students know which survey was going on, so maybe try to pick a time when there are no other surveys being conducted.
- An outdoor screen can be set up in order to get the word out to students while they are walking to class. Polleverywhere could be used to capture input on the screen.
- Target students that live on campus in the dorms.
- Utilize university sanctioned events such as Boo at the U and Spring Fling
- We might be able to advertise in the orientation packets for FTIC
- As we got caught up in marketing the survey this week, we didn't address the twitter handle and consequently did not receive any tweets with the handle.
- Send the survey to all students. Timing is important – early evening Friday was effective. Having CIO send was also effective.
- Set dates well in advance

Strategic Communications: The eLounge, though fairly empty, will be recorded and sent out. There have only been minimal responses to our Twitter and Facebook.

Agenda Item: **Future Activities**

Discussion:

Research: Assess Survey Results, Create summary and implementation plan on results

- Will create summary of survey and implementation plan.
- Propose it to the Office of Technology
- Present all the information in a concise way.

Marketing & Design: Handle random survey drawings, Order hoodies

Operations: Report on events

Strategic Communications: Compose Executive Summary of everything that happened this semester.

New Business:

We have been focused on the issues with the student TWU email and we are accepting ideas on what else to tackle.

Took survey on which committee members would be returning. 6 of current members will be returning. Yvette is uncertain.

Ideas on issues relevant to TWU Tech:

- Having a single login page for everything such as Portal and Webaccess.
 - Put out more marketing items for the Office of Technology.
 - Java and Office updates to be pushed out for all the computers.
 - Yvette suggested that the Blackboard collaborate feature is extremely hard to follow and is not very effective.
 - Pulled up the concepts that were suggested at the first SACT meeting to help facilitate flow of ideas.
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Next Meeting: **Thu, May 01, 2014**

Time: **6:00p – 7:00p**

Location: **ACT 801**