



Meeting Minutes

July 9, 2014

Morken Rm 180, 11:00am

Present - Peggy Vance, Barbara Hesner, Adam Schreiber, Charlie Janicek, Diane Harris, Erick Swenson, Seth Spidahl, Alexandra Lampert, and Tamara Miller-Glahn.

Guest Speaker - Donna Gibbs, Vice President for Marketing and Communications

- **New Website Design**

- Will be switching from Cascade to WordPress.
 - Easier to use and built for mobile responsiveness.
- Each department is being met with to discuss their needs and to provide a consistent look and feel.
 - Hoping to streamline the amount of pages we currently have (10,000).
- There will be new areas that pull from RSS feeds, etc.
- It will go live the last week of September or the first week in October.
- ASC can help by...
 - Encouraging people to not use the website as a file cabinet to store things, but to think of the internal and external primary users.
 - Advertising the training that will be occurring this fall. (Details to follow regarding classes.)

- **ResoLUTE**

- This is taking the place of Scene. There will be two print and two online issues (November and Spring), plus one online only in September. They are currently researching whether or not to provide a third print issue.
- ASC can help by sending story ideas to Sandy Dunham

- **Thought Leadership through Blogs**

- President Krise has his own blog entitled "Setting the Course". The link is available through the Office of the President.
- ASC can help by sending story ideas to Lace Smith or adding comments and points of view to the blogs.

- **Humans of PLU**

- Based off of Tumblr, this site focuses on life at PLU, directed towards students. However, anyone can post on it.

- **plu.edu/128**

- There has been a soft release of this site, which focuses on resources and information in order to get students through to graduation.
- This replaces the monthly connection newsletter from Student Life.
- ASC can help by getting information that students need to know to Lace Smith.

- **Billboards**
 - Part of the Six Word Story program in connection with Clear Communications.
 - PLU is paying for about 28 billboards for this program. There will be billboards posted in strategic locations (near high schools and sports areas) with the winners' stories.
 - In addition, PLU will get a little over 100 billboards for free for a public service campaign. This is a \$230,000 value.
 - ASC can help by taking photos and posting information about these signs in order to create a buzz.
- **Virtual Tour**
 - Currently, we have a virtual tour, but it is very generic. Marketing and Communications is working on 13 vignettes based on the campus.
- **Advertising with KPLU and KCTS**
 - Currently, KPLU works with Marketing and Communications by underwriting messages (up to \$200,000 a year), which averages to three messages a month.
 - KCTS advertises our Christmas concerts each year. Marketing and Communications is working on having KCTS film and rebroadcast the concert for the 125th anniversary of PLU.
- **Wall of Accomplishments**
 - Marketing and Communications is working on a display of accomplishments that will be premiered during PLU's 125th anniversary.

Website Update -

- Adam is waiting to update the representatives until we know which committees people are on.
- If you have photos, please send to Adam or let him know if you would prefer to not have a photo posted.
- Also, if someone would like to take photos for Stuff the Bus and Night at the Rainiers, we could post them on our site.

Upcoming Events -

- **Stuff the Bus/Night at the Rainiers: Saturday, August 23rd** - Diane and Tamara have several boxes in locations already. They are working on something to send out to constituents, as well.

Update on Officer and Committee Positions -

- There seems to be no one interested in secretary and treasurer and there are two people interested in co-chair.
- There were too many people for the spots available for five committees. These committees are now settled.
- There are still openings for ASC By-Laws and several events. Please let Alexandra know if you are interested in participating.

Suggestions for Guest Speakers - Alexandra handed out the updated list of suggested speakers. If you know of anyone you would like to see speak at an ASC meeting or if you have a connection with one of the groups mentioned on the sheet, please let Alexandra know.

Committee Updates –

- Postponed to next meeting.

Next Meeting – Wednesday, August 13th, 2014, 11am-12 pm; Morken Ctr Room 180

Meeting adjourned 12:05pm.

Minutes respectfully submitted by Alexandra Lampert