

ASC Meeting

8/11/15

Attendees: Tom Harvey, Seth Spidahl, Alicia Hinkley, Kelly Poth, Mary Dunaway, Katie Hoover

Guest Speaker for the August meeting: Donna Gibbs

- a.) Bio and resume was read regarding Donna
- b.) Perception and Awareness Study: PLU's awareness score is 1.87 up slightly from 1.82 in 2014. Pacific Lutheran gained ground on Whitworth and Central Washington but also lost ground against Seattle U, SPU, and Gonzaga.
- c.) Pacific Lutheran's awareness score is 1.99 which decreased from 2014.
- d.) Awareness index...notably higher in Pierce County and Western Washington.
- e.) Conversion Percentage: Consideration to Application. PLU was at 27% which jumped above Gonzaga and widened our lead from UW Tacoma.
- f.) Attribute Rating: Top ranked attribute is academic strength. PLU attribute rating vs. UW – only slight advantage is in size.
- g.) Barrier Analysis: Biggest reason seniors in HS chose cost as the #1 reason they didn't attend.
- h.) 2015 Marketing Campaign will be former PLU Grads and their current careers around 12 themes: Magic, Leadership, Defender, Pioneer, Service, Vision, Leader, Creative, Performer, Advocate, Purpose, and Acclaim.

Treasurer's Report: Tom -- In budget \$1620.37 is the current balance. No expenditures happened since last meeting.

Business Items:

- a.) Tom and Katie met with Teri Phillips on the Presidential Survey and they will share the results with the group. Overall the people are happy to work at PLU...concerns were budget and salary constraints. One of the main concerns is the President's Council wants even more feedback from the ASC and their constituents.
- b.) September meeting will be moved to September 15.
- c.) Discussion was held on the unevenness and distribution of which constituents report to which representatives.

Stuff the Bus: Tom reported that collections have been made. The final date to collect contributions is Monday August 31st.

PLU Night at the Rainiers: Tom stated that he will send everyone a code in order to get your spouse or significant other into the Rainiers game if you are working.

Veteran's Day: Tom has met with Michael Farnham and he will report on that meeting at September's meeting.

Meeting adjourned at 1:34 p.m.