MEETING AGENDA AND MINUTES
March 9th, 2017
8:30 AM - 10:00 AM
TLC 215

Action Items (To mark an Action Item completed, select the checkbox (double-click), right-click, and select checkmark.)

✓ Chris: convert ITSGB email to a Google account
❑ Chris: Finish up application process (application)
❑ Soham/Dylan: Qualtrics form
✓ Virgil: email Justin (copy Brooke) on an email scheduling a meeting about the Adobe licensing purchase
✓ Dylan: Prepare analysis and write up of the 2016-17 ITSGB Survey
❑ Position statement idea: list of things communications should prioritize
❑ Virgil: email Melissa and Greg from Office of Strategic Relations to try and get them into our next meeting (priority: 23rd, second option: 16th)
❑ Everybody: add to communication position statement
❑ Virgil: send Adobe CC position statement to Justin
✓ Virgil and Dylan: Update all meeting agendas for current formatting (Virgil take 2015-2016, Dylan take 2014-2015)
❑ Chris: Figure out Zoom for meetings if possible

Attendees

Present:
- Virgil Nunan (co-chair)
- Bharadwaj Thirumal
- John Keller
- Brooke Langley
- Seth Hovestol
- Chris Bell (non-voting)
- Soham Shah

Not Present:
- Shane Kroening (non-voting)

Agenda

1. 8:30 AM - Introductions and Settle In
2. 8:35 AM - Application Process
   a. ITSG Email Address
      i. Ideal if it could be used as a Google account
   b. Qualtrics application
   c. The webpage should give you information about the group
      i. Two options:
         1. Qualtrics form is a link (the “Join Us” link)
         2. Embed the form below the information
e. Every time the qualtrics form gets a submission, it should send an email to relevant parties (the ITSGB email)
      i. The ITSGB will forward any messages
ii. Qualtrics account should be associated with Chris (most permanent person here)

3. **8:50 AM - FCQ Position Statements**
   a. Sent to Dr. Levine last Tuesday
      i. Expressed excitement
      ii. Sent to relevant parties

4. **9:00 AM - Rochelle Matthies**
   a. Current focus
      i. Marketing and Info about OIT Services
      ii. Information about Planned Maintenance/Outages
   b. Engagement and social media (students tweeting with problems)
   c. Current strategies
      i. Channels
         1. CU Boulder Today
            a. Normally cannot send single-subject emails to students
            b. Communications must go through CU Boulder Today
         2. Social Media
            a. Facebook, Twitter, Google +
               i. Twitter better with students
               ii. Facebook better with faculty/staff
            b. Snapchat takeover
         3. Website
            a. Twice a year, send out subscription options for different channels (eg. service alert channel, news channel)
   d. Challenges
      i. Focusing too much on the health of the services
      ii. Keep messaging students because of inflow/outflow
         1. Most messaging happens at the front end
         2. Need to follow up
   e. Using targeted messaging for Adobe CC
      i. Strategic Relations provides lists of students
      ii. Contact people within the program itself
   f. How can we help improve communications with students?
      i. Presenting campaigns to the board before launch to get student feedback
      ii. Getting out there on move-in day
   g. Requirement for RAs to talk more about technology things
      i. Like a list of important things relevant to freshmen
      ii. Promoting student groups like this one
   h. Student success initiatives
      i. Classroom environment
         1. Basic things that technology can help with
         2. Relates to the Technology FCQ
ii. Having signage that tells students how to report problems with technology in their classroom learning environment

5. 9:40 AM - Discuss/Review/Address Action Items from Last Meeting
6. 9:52 AM - Adjourn