



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. ITSGB 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
 - d. 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)
 - 4. Digital signs
 - a. UMC/C4C
 - 5. Chalk
 - 6. Tabling in the UMC
 - 7. Informing faculty on things that impact students
 - a. With the hope that they share with students
 - ii. Making targeted messages to groups
 - 1. Like sending Matlab emails to Math majors
 - iii. Coffee sleeves with branding on them
 - iv. Partnership with new student welcome groups
 - 1. Talking about the basic tech things you need to know as a freshman
- 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