STRATEGIC RELATIONS MEETING AGENDA AND MINUTES
March 6th, 2017
8:30 AM - 10:00 AM
UMC 125

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

☐ Word advertisements per the guidelines below
☐ Come up with a marketing strategy to deploy late-summer-early next fall

Attendees

Present:
- Virgil Nunan (co-chair)
- Brooke Langley
- Chris Bell (non-voting member)
- Greg Swenson (CU Boulder Today manager, Office of Strategic Relations)

Agenda

1. 8:30 AM - Introductions and Settle In
2. 8:35 AM - Getting the Word Out
   a. Strict on giving lists to external sources
   b. Potential fee for the list ($75)
   c. Faculty lists are the same way
      i. Better to target faculty first, and then have them send emails to students because they are more likely to recognize the name and actually read it
   d. What is the best way to get targeted messages to people who care about it?
      i. Main channel CU Boulder Today
      ii. Periodic technology tips
      iii. Backdoor approach (for selling things to students)
      iv. Maybe OIT should do this
      v. Big articles pushed through SR channels
         1. Printing
         2. Creative Cloud
         3. Tips for incoming freshmen
      vi. Social media
   e. Position statements published for students to see, pushed through channels
   f. Make articles about specific student IT issues and have short bullet points on each of those so that students will click on it
      i. User friendly, direct answers on issues
      ii. Printing, WiFi
   g. CU Boulder Today
      i. Wednesday would be planned content days for technology things
3. 9:10 AM - Recruiting
   a. About the students
   b. Resume builder
   c. Main selling point
d. Make it more friendly to all majors

e. Make it about change
   i. Reaching out to students by saying things like “are you frustrated with...[technology issue]

f. Late summer time to get people’s attention
   i. For those who want a resume builder
   ii. Want to get involved

4. 9:25 AM - Discuss/Review/Address Action Items from Last Meeting
5. 9:30 AM - Adjourn