

**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**