

## Attraction, Retention and Communication Minutes of May 8, 2019

### **Call to Order**

This meeting of ImPERUing as oNE's planning team, Attraction, Retention and Communication, was called to order on May 8, 2019, at 3:30 p.m. Convener Becca Jewell called the meeting to order as well as recorded minutes.

### **Attendees**

Kelsee Sayer, Peggy Groff, Elaine Hanson, Rachael Cole, Jeremiah Villeneuve, Becca Jewell

### **Minutes**

The minutes of the April 10, 2019 meeting were referenced. No changes were requested to the minutes.

### **Current Priorities**

Becca reviewed the planning team's current focus on creating a welcome pamphlet ready for distribution by move-in day at PSC.

This welcome packet will consist of:

1. a web-based calendar of community and campus events
2. a web-based list of attractions, amenities and resources
3. a physical magnet and/or other item(s) to drive people to the website
4. Incorporating or linked to the Bobcat app if possible

### Calendar of Events

Becca visited with Jason Hogue, PSC marketing director, and reported that the college calendars are distributed via calendar feeds which are supposed to be a fairly universal format. The community calendar of events could be set up to subscribe to these feeds, and then the only items that would need to be added would be community events.

Becca reported on behalf of Vanessa Sherman: Vanessa is working with the current PeruNebraska.org website vendor to get the cost for the calendar portion of that website. She is also talking with a person who is assisting with the website to get a cost for paid assistance on developing the calendar. **Vanessa will continue to seek information on technical requirements and costs associated with a community calendar at PeruNebraska.org.**

Becca also reported that the College Marketing department was open to having their interns assist with the work on maintaining the website if they had an intern with that skill set. At the moment, there are not any interns available who could do this work, but perhaps we should check back later to see if one is available. The planning team could also reach out to Brad Griffin

and Lisa Parriott, the computer and management information systems faculty, to identify a student who has the right skills to assist with this.

Becca also reported that the Bobcat Life app could be configured to link to the calendar we select, so it could perhaps be linked to the new combined community and college calendar. The Bobcat Life app is available for non-student alumni and friends through the Foundation's version of the app. The students have their own version run by Student Activities.

#### List of Attractions, Amenities and Resources:

Peggy Groff reported that she has asked students what they wish they had known, or information they wish they had when they first started at PSC. She has not yet written out her findings. **Peggy will provide additional information on what students wish they had known.**

Elaine Hanson reported that the student health center is not really open for community members. It is staffed only 2 days a week and only 2 hours on those days, so it is not really enough time to serve the campus and the community.

Elaine wondered about Peru conducting a Community Needs Assessment to see what health needs are available.

#### Additional brainstorming on Attractions, Amenities and Resources:

- Cody's U-Save Pharmacy delivers to Peru once per week
- Handibus can provide rides to appointments and stores. Do people know this is available?
- Neighbor to Neighbor program – are people aware of this? Is the program still active?
- We should include a form to people to ask questions through the resources list, and a way to manage answers to those questions.

A subcommittee was formed to create the list of Attractions, Amenities and Resources:

Elaine Hanson, Peggy Groff, Jeremiah Villeneuve. **Elaine will convene the meeting at her house.** The meeting may involve chocolate chip cookies and cute baby pictures.

#### Packet Distribution:

Becca reported from Vanessa that the PCIG may have extra tote bags left from their activities that could be used to distribute the packet information to new students. **Vanessa will check to see how many they have and if they have enough to be used for fall student move-in.**

We discussed seeking pricing on magnets from Merz Inc. and from Rixstine Recognition.

**Elaine will ask Sergio of RA's could stuff welcome packet information during their preparations for move-in day.**

Rachael suggested handing out packets at the time when keys are checked out, as all students need to meet with their RA to get their keys.

Kelsee mentioned that the college regularly receives calls for information and assistance from the parents of both on-campus and off-campus students. We discussed the idea of having a parent page in the welcome packet to drive them to the website for information. We also mentioned having a Peru Stater subscription page so parents could subscribe to the Stater.

### **New Business**

#### **Community Access to Campus Facilities**

Elaine shared that she had a conversation with a resident who was looking for space for a meeting. Elaine suggested a campus room, but the resident said it was too expensive to have meetings on campus. We discussed the challenges and benefits of making campus spaces available for community use. **Elaine will check with Debbie White, VP of Accounting and Finance, to discuss the idea.** Kelsee mentioned that some public areas, such as the library, are open for people to meet. We discussed the idea of incorporating public meeting spaces and friendly policies into the new Student Center. **Becca will mention this to the group planning for the new Student Center.**

### **Next Meeting**

**Becca will send out a poll for options for our next meeting.**