

Attraction, Retention and Communication Minutes of June 12, 2019

Call to Order

This meeting of ImPERUing as oNE's planning team, Attraction, Retention and Communication, was called to order on June 12, 2019, at 3:30 p.m. Convener Becca Jewell called the meeting to order and recorded minutes.

The committee gave a special welcome to Hannah Cook who has rejoined the committee, no longer as a student but now as a new employee in the Admissions office. Welcome back Hannah! Theresa Westfall has also joined the committee, and this meeting was the first she has been able to attend. Welcome Theresa!

Attendees

Peggy Groff, Elaine Hanson, Marty Peregoy, Tammie Hart-Dunn, Becca Jewell, Theresa Westfall, Hanna Cook

Review of Minutes

The minutes of the May 8, 2019 meeting were referenced. No changes were requested to the minutes.

Combined Calendar of Activities

Becca described the two pieces of information that comprise the welcome packet content. One key piece of information is the combined city/campus calendar of activities. Vanessa Sherman is gathering information regarding the format and fees associated with adding a calendar component to the perunebraska.org website. **Becca will follow up with Vanessa to see what she has learned.**

We discussed the idea of securing a student intern to assist with the website with two avenues for possible interns. Elaine previously provided a job description and samples of other internships she managed in the past. The PSC marketing department may be able to provide an intern as another option. This agenda item requires additional discussion as we learn more about the website requirements. We also need to discuss who might serve as the supervisor of this intern.

Web-based Resource Guide

A subcommittee that included Jeremiah, Marty, Peggy and Elaine met at Elaine's house to create a list of businesses, resources, etc. to be included on the website. They decided to include links to the Auburn and Nebraska City Chambers of Commerce to provide information on businesses in the area.

A separate list of categories and resources was developed by the group and reviewed at the meeting. Some additions were noted.

Marty will update the list.

All ARC Planning Team members will review the list and not any additions or changes at the next meeting.

Welcome Packets

Becca noted that we need to have the components of the welcome packets including the magnets and any print or other materials ready by August 12. We should order the magnet by July 29 to accommodate a 2-week turn-around.

Becca shared draft language for the welcome packet and magnet. The group discussed links and some events to note on the magnet, including Old Man River Days, the Fall Festival, and The Magic of Christmas holiday concerts. **Becca will create a draft of the magnet design and bring it to the next meeting for review. Becca will seek quotes for printing the magnet.**

Elaine confirmed with Crystal Hutson that students could assist in putting together any give-away items we provide.

We discussed the idea of offering a new magnet each year, and if the calendar items highlighted should be listed as date specific (for example, Dec. 5,) or non-specific, as in "First Thursday in December."

Additional/New Business

Community access to campus buildings

Elaine spoke with Debbie White, VP of Finance and Administration, to share the need to make campus buildings more accessible to community groups. Debbie will bring the issue to the Student Center planning group. Debbie will also look at other options for making campus more accessible.

Community Open House – New Campus Dining Vendor

Elaine shared that Fresh Ideas, the new food service vendor, is interested in hosting a community open house to show off their food and services to the community.

Community Celebrations

Marty mentioned the idea of having a community Christmas tree as a community celebration.

Next Meeting

July 15, 3:30 p.m.

CATS Conference Room