PL&E minutes from the meeting on October 21, 2015

Attendees: Rebecca Fang, Shannon Kelley (Chair), Sergio Adrada Rafael (Scribe), Jennifer Anderson, Jonathan Stott, Anif McDonald, and Zoe Ferranti.

- Meeting called to order at 1.01 pm.

- Shannon explains to the student representative elected by FUSA the main responsibilities of the committee.

- Minutes from September 9th are approved unanimously.

- With regards to marketing, Jonathan explains how the university is trying to balance the student profile diversity and the financial aid provided by the university to minority students.

- ACCE meeting on November 5th from 10.30 to 11.30 where a famous dancer, David Dorfman, will explain his work. Sergio Adrada Rafael will attend that meeting.

- Shannon explains that after the last 2 requests the committee still has $650 left.

- Jennifer mentions how they have been working on the email culture. “Today” emails list all the events, but any special event receives more relevance being placed on top of the events. The format is changing. She asks whether we want to include alumni on the email distribution list. Maybe a section could be added not to overburn them with emails. Weekly ad comes out on Friday.

- With regards to marketing managers, they are planning to meet with the Deans, tell us what’s going on, especially at Dolan. 3 students are interns at the Marketing department. A student team focuses on social events and publicity.

- Jennifer says that the calendar now is more user-friendly, it has got better.

- Both students add that they can say Yes, No, or Maybe on their phones to confirm attendance to events, and that they find it very helpful. Events are synced on their phones.

- Rotation on the buildings digital boards: What to show? One point of discussion is how to target students. Anif and Zoe add that they are very important for them.

- Jennifer explains how the rotation works on the digital boards. They are customized, and show news/events for that day and the day after. It is all pertinent information.
Students say that faculty could be more involved into building more connections with students, outside classes and advising, and join them in sports events, social events, etc. They mention “the Weekender”, which is very popular among students.

Meeting adjourned at 1.53 pm.