Agenda
Public Lectures and Events Meeting
Tuesday, November 18, 2014
4:00-5:00 pm

DMH 330

Attending: Chris Kaplan, Jenn Anderson, Shannon Kelley, Tom Murray, Mike Serazio, Jonathan Stott

1. Appointment of secretary for the meeting
   MS volunteered.

2. Consideration of minutes from October meeting (attached)
   TM motion to approve minutes. MS seconded. Unanimously approved.

3. Discussion of future meeting dates and times
   SK inquired about when we needed to start working on the next university theme and first or second week back might be good time to meet. Will distribute an online poll for this.

4. Presentation by Jennifer Anderson, AVP, Marketing and Communications
   JA: Arrived in August, a double alum of both undergraduate and graduate degrees, so familiar with university as student. Following corporate experience, returned and has been learning experience thus far. Has been conducting meeting with a wide range of people at the university. Marketing at university sits in between both centralized and decentralized processes and needs. Has dug into e-mail practices for marketing purposes to external newsletters; has also started to address internal communications needs and goals; also looking at digital and social properties. In first month, took stock of all social channels external: LinkedIn, Facebook, Twitter, SnapChat. The university has 167 different social properties and platforms From a corporate perspective, they’ve limited their social channels to maximize depth and breadth of brand messaging. Look at peer competitors to get sense of university best practices, because it’s different institution from corporations: Quinnipiac has tight grip over social practices (at one extreme) to Villanova which allowed very liberal approach to access (at other extreme); BC occupied space in the middle with social hub that promoted official but varied channels (which is goal for Fairfield). Right now, seems to be scattered and confusing array of channels for interested external parties through social channels (will also try to take same approach to newsletters and get more consistency of output and content through central account structure).
   SK: What is a social hub?
   JA: On university website, one single place that housed all accounts for social media and track through to different platforms. It would need to be easily accessible and promoted for early phase.
CK: This could work really well with cross-promotion of events across different parties and groups on campus to maximize exposure.
JA: After you get through top 3-5 accounts on each channel, the following and output drops significantly. For many accounts, it’s hard to get much traction and exposure as compared to big university accounts.
MS: What will be process for determining big exposure through big channels?
JA: Right now, for alumni and main sites, not a lot of activity – Nikki is always looking for activity and on Twitter you could certainly push 10-15 postings without overloading and Facebook is usually just once a day. We’re treating biggest announcements as equally important as small events; goal is to cut in half the number of press releases and the events that don’t get covered that way to be sent through social media instead. USF sends out just 10 press releases per year and sends everything out through social. If strong relations with local media and news, then fewer official press releases necessaries.
JS: Problem of getting too many e-mails leads to less interest in any of them.
JA: A few strategies – when you log into MyFairfield, that can live as a webpage and potentially redesigning as internal website with promotion space for events and calendar listings and vehicle for pushing news. The trick would be in getting people to go there, but you can start link people to intranet site to get click-through to there for further info. We’re still going to send a daily e-mail that still helpful to remind faculty and students but redesigning that daily e-mail for better categorization. If it’s repeated activity, it won’t go out in faculty announcements as well on single e-mails. If it’s time-sensitive to just faculty, then Lynn will approve. At week’s end, might send out compendium of week’s events and following week, too. The part still being worked out is additional, non-time sensitive announcements, it might be included in a weekly; if it’s timely like system down or message from President, it would go out. The part still figuring out death notifications; different perspectives on it from different sides whether to keep, cut, expand to births, etc.
JS: There’s some frustration with daily e-mail not indicating exactly if events are happening the day of the e-mail.
CK: Could there be something where categorization of daily e-mail is structured today, this week, next week, etc.? Also, from student standpoint, they live in a right-now world.
JA: I’m always amazed at just how many events happen here on campus. I think had people had higher hopes for the new calendar.
CK: The new calendar works well for logistics, but might be better if there was one person that if you wanted to have an event, you’d let that person know as centralized coordinator. Problem is that if you double book times and dates, you’re competing for audience share.
MS: Would be ideal to have single input and output – either person or technology – to be able to pursue that.
CK: From a financial standpoint, expensive, bigger events at Quick are trying to make revenues and coordinating to not cannibalize your potential audience share.
JA: There were times last year when the team would do 6 press releases and
faculty would come back and express frustration about lack of attendance. Hopefully the marketing and promotion would be improved by better coordination.

CK: Challenge at Quick Center of trying to get everything there onto the calendar, but also from a public safety standpoint that they don’t know often enough which leads to ticketing and towing problems.

MS: It seems like there’s two tiers of events: big and expensive and associated with frequent programming centers and programs and one-off, short-time events organized by faculty and students.

JA: Going to install digital boards to try to get past the problem of unnoticed wall space advertising. Location is key for digital boards.

SK: Thinking about smaller events on campus, info session for majors and departments and open mic poetry nights and readings – and all departments have these kinds of events – at what point would the chance arise, could faculty send these sorts of things through social media channels in marketing and comm department.

JA: The key would be to figure out what channels to use for an OrgSync targeted message for students rather than other students or other community folks. Social channels are externally motivated. With a big enough name and enough relevance, it could be geared for external social channels. Water film series would be very applicable to social outreach.

5. PL&E survey update (Serazio)
MS ran down the survey format and questions. CK wondered about incentivizing. MS ideally will have a direct link available and might need to distribute paper copies if not getting strong feedback and sample size.

6. Water theme update (Kelley, Yarrington)
SK: Distributed film series for fall and spring and encouraged faculty to volunteer to do movie nights for open slots. Also panel roundtable upcoming about water politics in December. JY is also working on an extra course organized around theme, which is innovative but would like for this course to always be offered and the next person would have easier time with course being able to count rather than just being extra theme.

JA: What’s giveback and service component with Water that might have stronger pick-up as PR potential? It’s those nuggets of human interest and giveback to society that get notice externally.

TM will dig through minutes to figure out process and timeline.

7. Adjournment
JS motion to adjourn and TM seconded. Adjourned at 5:10pm.