

Communication Committee Meeting Minutes – April 3, 2024

9:30 am to 10:45 –Broadway 1

Chair: *Kassia Krone and Carrie Fitzpatrick*

Attended: Kassia Krone, Katie Mudd, Carie King, and Kaitlynn Sass, and Davonte Pack

• Business

- We discussed the journal display for the conference. There is a list of all the winners printed on the table and flyers featuring the cover art of the journals that won. In addition, there were crossword puzzles available for people to do as an activity.
- We discussed the website redesign and the need for an umbrella landing page that has all of the societies listed in one place. Key words for the website are important since students primarily use Google to find us. The students shared that the leadership information is easy to find but the scholarship information is not. Some students suggested adding a map of all the regions marked with the advisors and chapters. Students suggested adding a QR code for nominating student leaders year round. They would also like to see links to social media like Instagram and Facebook.
- Carie King updated us on the editorial internships. There were 146 applicants and two rounds of review. We have 4 interns this year who will be starting on May 18. All of them are diverse in skillset. Carie suggested naming one of them a “centennial intern.” 62 students attended the Q&A/ meet the editor this year, which was a huge increase from last year.
- Katie updated us on the merchandise options. She had a G-Merch meeting and found out we are the only client that does not allow them to do direct marketing. She suggested we allow them to do the direct marketing in order to increase sales. According to G-Merch, we could potentially increase sales by up to \$100,000 if we allow them to do this. They would need our contact information (email addresses of our members) in order to do this. We would still retain control over what is said in the emails being sent out by G-Merch. They would not be able to sell our information to others. She noticed we had little traffic to our site and only \$3,000 in merch sales last month (an uptick possibly due to new options). Everyone applauded Katie’s merch designs! 😊 Katie and Chris have spent a significant amount of time coming up with new centennial merch. Katie suggested adding another question to the annual review: How much have you purchased in merch in the past? Students suggested that the student leaders could take pictures in merch in order to promote the items.
- Students wanted to discuss the potential to fundraise with T-shirts. Katie explained that G-merch will do group sales that individual chapters could then sell on campus. Students had suggestions for future merch options: printing press items, tops for graduation caps, and pride on stoles.
- We discussed goals for merchandise and the webpage including increasing site traffic, sending information directly to parents of students in NEHS with merch links, getting everyone a click away from buying merch, allowing individual chapters to be able to make their own shirts

through affinity, creating a “big shop” button, and making custom apparel more clear on the website.

Action Steps

1. The communication committee motions to establish that the highest ranking candidate of the interns be named a centennial intern.