

Student Leadership Committee Minutes: September 11, 2014

Ongoing Charges: to discuss with Regents the roles and relationships between SRs/ASRs and Regents, and establish a schedule for regular communication with Regents; to explore ways to encourage communication among chapters and between chapters and student representatives; to work in groups as assigned by the President during the fall board meeting; to evaluate the effectiveness of the various social media interfaces—Facebook, Wordy by Nature, Twitter—and discuss potential improvements.

In attendance: K. Williams (chair), R. “Chaos” Durborow (chair), E. Gabriel, K. Chambless, H. Clark, M. Drollette, S. Laszik, T. Leonard, C. Stone, T. Thomas-Card, Ginger

1. Continuing Projects: The committee discussed convention activities that we will continue to do because of their success in Savannah.
 - a. Convention Bingo: including advertisements from businesses in Albuquerque
 - b. Student Leadership Workshop divided by topic
 - i. Resources/Fundraising
 - ii. Recruitment/Chapter Activities
 - iii. Future Leadership Development
 - iv. Student Leadership at the National Level
 - c. Students who are graduating soon are sent to the Alumni Meet and Greet, which usually occurs at the same time.
 - d. Topics are divided into 2 SR's, 2 ASR's, with SA's covering the Student Leadership at Large topic.
 - e. The topics can include a tour of the official webpage, since much of the information in these topics can be found there.
 - f. Since the SL's will be working on this from now until convention, it wouldn't be a setback if both ASR's signed up weren't able to attend the convention.
2. SR's visiting the city:
 - a. SR's have made leaps and bounds reaching out to local businesses thus far.
 - b. Result: During the board meeting, two groups of three SR's rotated on a two-hour schedule to visit businesses in the city. The first group (Tim, Stephanie, Matthew) traveled by car and visited 10 businesses; all 10 businesses signed up for ad space, all 10 wanted a bingo slot (especially the \$15 dollar slot) with donation amounts equaling \$250 (necklaces, chocolate, and books). Total advertisement is estimated at \$1,000. Group 2 (Crystal, Hannah, Karen) also visited 10 businesses but due to the dinner rush didn't get official sign-on's, but many businesses expressed interest. Since the local businesses keep in contact with each other, it is likely that the businesses we've contacted so far will tell others about the convention and advertising.
 - c. In addition, this rotation schedule is a good practice for a potential compromise in SR participation in spring board meeting and registration duties. The SR's have expressed a desire to see the outcome of the discussions in the committees they've been assigned. In the Regents/SL joint meeting, everyone was in agreement that student leaders should participate in the board meeting and that their input is both informative and helpful. Sometime before convention, the committee will establish a volunteer time for student leaders to sign up. The busiest time for convention signup is

Wednesday evening and Thursday morning; the board has requested 8 volunteers at the registration desk at these times.

3. New Projects: the committee also discussed new activities for the spring convention
 - a. Convention Alone/First-Timer's Meeting: this brief meeting comes from a combination of ideas over time to get attendees traveling alone or are at the convention for the first time to find other people to befriend while they are in Albuquerque, especially people from their regions.
 - i. 30 minutes (ideally Wednesday evening before the opening ceremony)
 - ii. Showing important things in the convention program and helping students traveling alone to find another person to go to convention and visit the city together.
 - iii. We've also talked about chapters adopting students traveling alone or are here for the first time.
 - iv. We need to work on a better name for the event.
 - v. Look into Adopt a Chapter possibilities.
 - vi. "Meet and eat" style gatherings are very successful and are usually coordinated at the convention. The committee hopes that introductions at the first-timer's/alone meeting will encourage people to eat and attend convention events together.
 - b. In addition, the committee talked about ordering silicone bracelets for convention attendees, with colors representing their region. Tim has explained that silicone bracelets bought in bulk would cost 25 cents apiece, or around \$300 for 1,000 bracelets, which our budget allows.
 - c. The committee also discussed starting a project similar to Humans of New York, but with an English slant: Humans of Sigma Tau Delta.
 - i. Crystal explained the project as an effort for virtual communication building: live-streaming of photos and comments from attendees would be posted throughout the convention, with the use of our smart phones and tablets. Student leaders will volunteer to take pictures and post them to social media.
 - ii. Today in Microfashion: we could put a spin on that by taking photos of chapter t-shirts and the gala
 - iii. Student Leadership will work from now until convention on interview questions related to English and writing.
 - iv. Logistics to consider
 1. Rights to taking photos and sharing it to social media: this shouldn't be a problem since attendees give permission for Sigma Tau Delta to use photos of them at the convention when they register.
 2. Who will volunteer to take questions, pictures, and post it on social media: the committee will post sign-up times before convention.
 3. Could we use the Facebook convention page, the official webpage, or do we need to create a new page that the convention page regularly shares?
 - v. What's the easiest way to make this happen? The committee will troubleshoot this project during the board meeting by practicing on each other and we can use these posts closer to the convention that'll include SL, CO, and staff pictures and interviews.
4. Student Leadership Role in Social Media

- a. Facebook: The SR's agree that the regional Facebook pages are to share important deadlines, advertise the convention and regional activities, help chapters connect with each other, and to allow the student leaders to be of service to students in an easy way. The SL's also use Facebook to conduct monthly web chats. Stephanie mentioned that student leaders should be careful not to post similar items on multiple social media platforms (Facebook and Twitter, for example) in an effort to eliminate redundancy. In addition, the SL's agree that there should be a limit to silly or unhelpful posts on the regional pages, as well as avoiding posting too much. Many regions have experienced a growth in numbers, and the SR's agreed that there is a direct correlation between active participation in the Facebook page and the numbers by regions of students attending the convention.
 - b. Wordy by Nature: Based on discussions from the Student Leadership and the Communications committees, the Sigma Tau Delta blog will hopefully grow with the help of submissions from both student leaders, members of the Board, Regents, and Sigma Tau Delta students. More discussions are necessary to decide how the blog can receive more submissions and what will be the chain of command when it comes to editing and approving them. Additionally, discussions will continue on the student leadership's role in submitting and editing material.
5. Student Advisor's leadership responsibilities
- a. With Lauren no longer working with us, the SA's (Chaos and I) have been working on reestablishing and redefining our leadership responsibilities expected of Student Advisor. While at first it was overwhelming to learn what we should have been doing for the student leaders, we are both seeing this in a positive light.
 - b. In the next few months, Chaos and I will work on the Student Advisor Narrative and Timeline sheets that Kelsey and I created the year before. We have also agreed that from now on we will submit minutes from our monthly web chats with the student leaders to members of the Board.
 - c. Additionally, Chaos and I have agreed to lead the Student Leader Orientation Meeting in the spring, a task that Lauren had done for several years. We believe that our efforts will not only help the student leaders, but will also help future SA's, as we will have more concrete guidelines of their responsibilities and duties.

Respectfully submitted,

Katherine Williams, Senior Student Advisor
Robert "Chaos" Durborow, Junior Student Advisor