

**Sigma Tau Delta**  
**Service Committee Meeting Minutes, Spring 2013**  
**03/20/2013**

*Meeting Agenda & Discussion Points*

1. Committee Thank You Messages
  - Thank you notes, photos, and videos from award winners were shared with the committee.
2. Award Funding and Distribution Consistency
  - A motion was made and approved to increase the number of Student Leadership Awards from two awards per year to three awards per year. Each award provides \$250 plus a plaque.
3. Advertising, Advocating, and Marketing Service Projects and the English Discipline
  - A thoughtful discussion was held regarding the advocating and marketing of service and the English discipline. The committee built upon previous ideas and created a series of action steps to draw awareness and support for English and the liberal arts:
    - Increase video posts for YouTube channel and other social media.
      - Consider a Convention Story Booth (similar to mall photo booths and Story Corps booths) that encourages participants to enter the booth and tell a Sigma Tau Delta story. The costs and logistics associated with a video booth will be investigated for the fall board meeting;
      - Create a vlog, meme, and tweet contest for Sigma Tau Delta members related to best Sigma Tau Delta experience and memory. Committee is considering offering registration waiver for individual winners and an opportunity to have their vlog, meme, and tweet showcased at the Gala in Savannah. The service committee will collaborate with the Student Leadership committee to streamline the effort. The winners will be those with the most retweets, reblogs, and reposts. To assist with the effort, the committee requests that an announcement be made at the Gala this year to hashtag sigma memories (#sigmamemories);
      - Develop a slogan contest using social media to advertise English and related disciplines at the campus level. Once again, the committee is considering offering registration waivers for individual winners and an opportunity to have the slogans showcased at the Gala in Savannah.
4. Service Committee Partnerships
  - The committee brainstormed potential partnerships to increase advocacy and service to Sigma Tau Delta, the English profession, and liberal arts.
    - Investigate creating a stronger bridge between NEHS chapters and STD chapters;
    - Explore building relationships with MLA and NCTE for contests;
    - Consider building a mentor/mentee initiative with Sigma Tau Delta members and Alumni Epsilon;
    - Continue working with city literacy councils located near the convention venue;
    - Brainstorm potential partnerships with American Library Association for Banned books Week and Creative Commons for intellectual property issues.
    - Offer a service workshop in Savannah to offer practical tips and advice for service projects at the chapter level. The committee emphasized the importance of resource takeaways (hard and electronic copies) for workshop participants.