

New Initiatives Meeting #4  
Monday, November 26, 2012

Agenda

I. Advertising and Publicity

- a. How can we positively advertise TBP?
  - tutoring: advertise that more, writing on whiteboards, flyering
  - more info sessions...tie name of TBP to info session specifically
  - should corporate position be a year-long
  - easier for a “professional” organization
  - Engineering Futures, programming/etc workshops, more business resume-building
  - Coordinating with other orgs on campus
  - In-House vs. Contracting for events
- b. ECRC used to have a person present (for interview)
  - Have organization attend a day
- c. Try EGL
- d. What can additional tasks can the publicity chair take on (besides announcements)?
  - facebook page specific to advertising
- e. Exclusive
  - Maybe “study group,” assistant with classes, open volunteering to entire college, game night, people can bring people

II. The Role of the Group Leader

- a. What is the best use of group leaders?
  - routine emails, how they did their requirements, what the time commitment really is
- b. How can group leaders help electees?
  - more regular communication
  - weekly email to each electee in your group
- c. Electee Feedback on their groups...
  - 1. what you need, hours completed, smaller groups – no
  - 2. Last meeting was the most “mandatory”

Other suggestions:

Compile a “how-to” document from previous group leaders

Grad electees would perhaps want a few “group” meetings at the beginning

Google/Excel sheet that only group leader can edit, update with events

specific to person

- would have to be from individual group leader

New website – have groups connected by UMID

More friendly/potential group member feeling

- electees feel intimidated so maybe tell them how they are wanted/needed

#### First Comity

- Presentation issue
- Make it more clear
  1. VP says \_\_\_\_ hours, other people explain how to get them
  2. Try using hours subtract minset, career fair
  3. Don't add hours together

#### Side note:

- Electees didn't feel experience enough with the organization
- Panel discussion after meeting
- After E/A III have panel and instead of dead-week (before initiation) to have elections