

New Initiatives 4

TOPICS:

1: MLK challenge:

Participants continued generating ideas for the MLK challenge. Notes generated from this discussion follow:

New ideas generated:

- Fundraiser contest

Ideals of MLK

- Nonviolent activism
- Diversity/Equality
- World/Civil Rights movement

MLK Fest – Past, Present, Future (Different buildings)

- Full days worth of events. YOUR day. Passport system
- Like an amusement park or museum lots of activities and a stamp.
- Passports
- How will we get people to come?
 - Famous speaker
 - Initiative to come to North on that day? Contact/partner with GoNorth!
 - Bursley/Courtyards
 - Target Audience: University Community
 - Display works of art, music, theatre, engineering.
- Activities
 - “I have a dream” wall in the Duderstadt – FOREVER
 - Diversity - Food booth
 - Asian food vs. black food vs African food.
 - Don’t have food at station 1.
 - Contests
 - Architecture has a contest – “As I see it”
 - Finding an item that represents equality
 - Mixing room - reflections
- Events
 - Acapella Event– diverse groups sing
 - Speaker
 - Famous
 - Women in space?
 - Reenactment event of March at Washington.
 - Duderstadt wants students to organize protests for increasing diversity at UMich where students march toward the President’s House.
- Publicity
 - Cards with facts about holocaust and suspense for people to find out at North.
 - Segregated buses from central to north as reenactment

Committee, Timeline, and Budget

- Like bookswap – team of 3

- April 15 – deadline for proposal submission
- Should we actually do this?
- Yes
 - Branding - Publicity and Image of TBP
 - https://fs12.formsite.com/CoEFunding/form15/secure_index.html
 - <http://www.engin.umich.edu/mlk/index.html>
 - No
 - If nobody interesting in heading this.

2: Honors Awareness:

Participants discussed how to increase awareness of the accomplishments of those honored at honors brunch. The following ideas were discussed:

- Pierpont Connector posters
- COE marketing on Youtube
- Engin 1XX
- Twitter/Facebook/Google+/etc
- Bus ads
- First-person narratives, written or videotaped
- Northfest/Engineering welcome day
- Underclassman consulting/ activity advising