

## **Welcome to New Initiatives III!**

November 25, 2014, 6:30pm, 1013 DOW

*Please sign in on the website.*

- I. Welcome and Dinner (6:30pm - 6:40pm)
  - A. Purpose: to discuss and implement new ideas to better the chapter
  - B. Structure: split into small discussion groups, discuss not only ideas but ways to execute those ideas
- II. Open Floor: Other ideas to discuss and additions to agenda (6:40pm - 6:45pm)
- III. Topics of the Day (6:45pm - reconvene at 7:10pm)
  - A. TBP brand - how to improve our image throughout the college (students and faculty)
    1. swag
      - a) apparel (better shirts with different logo, not the obscure ancient Greek letters, logo from TBPolos, Tau Beta Pinnie, flat-brim hats TBPocketProtectors, TBP duct tape, TBAidPi, Tau Button Pi, spirit jersey)
        - (1) Identity crisis (not greek)
      - b) laptop stickers
      - c) quarter-zips
      - d) rugby shirts
      - e) fitted v-necks
    2. wearing apparel on set days
      - a) ex: Pi Day, mole day
    3. TBP banner (for events like Puesdays -- but we have a poster that will be fixed)
    4. Laser-cut "TBP" on the bagels (like Burger-fi)
    5. more free food events
    6. if we want a presence around all of campus, maybe we should do stuff on central campus too
      - a) tutoring to math and science courses
    7. more hot chocolate effect?
    8. table at Festifall/Northfest
    9. Chess tournament, video game tournament (and other TBP-sponsored

events open to all students)

10. Need to build what we are rather than marketing

11. Consult with people who are experts in branding

B. Chair positions - what chair positions to develop (and their responsibilities), how to increase interest

1. Social committee: chaired by Activities, members to plan individual events
2. Alumni chair/committee focus on alumni outreach and involvement, while leaving Membership in charge of the administrative process
  - a) Touch base with outgoing members to get info how they'd like to stay involved
  - b) Work with AAAC and Membership Officer
3. Organizational chart at 1st/2nd gen of officers/chairs/project leaders
  - a) 1st gen might be overwhelming and/or underscoring our stuffiness
4. Meeting Committee: Structure of meetings lol
  - a) Involve non-officers in making meetings interesting
  - b) years ago, we used to have meetings on Central sometimes, often associated with a field trip
5. Apparel chair - already under Membership Officer
  - a) Already lots of tasks falling under Membership
  - b) Design, brainstorm design ideas
6. How to get interest
  - a) Make committees with multiple people (not as much worry about all the responsibility falling to you), less daunting than a full-semester chair position
  - b) Gather interest for what people want to be chairs of
7. <something that I couldn't hear because we appointed the person at the far end of the group to record things>

C. Developing a mentor/mentee system within TBP

1. cannot have both electee groups and electee mentors--too much
2. optional sign up
3. Group of people to go to events together
  - a) TBPhamily
  - b) focused on actives
  - c) free stuff to do events together
  - d) mix actives and electees
4. If you miss the first one or two group events, you feel left out
  - a) one on one mentorship is better

- b) mentorship needs to be one on one
  - c) encourage mentees/electees to go to events with actives
- 5. Budget for lunch, ice cream, etc to incentivize involvement
- 6. Mentorship about college life, grad school, match up similar majors
- 7. Start: mentors volunteer about one topic (ex: Grad school).
  - a) Could develop into a longer process
  - b) Sounds good, but need to get a critical mass of people involved
  - c) EGL does something similar
- 8. Gauge interest for electees to sign up for mentors/personal reach out to mentees
- 9. Need to start small on a personal level with actives reaching out to electees before we get enough people going
  - a) reach out immediately after 1st general since it's rather overwhelming
  - b) make a connection immediately so people are excited to join & want to hang out with people they know
  - c) voluntary thing for a one-on-one meeting/actives reaching out for potential electees after 1st general meeting if they have questions
  - d) Count mentorship toward service hours?
  - e) Manageable time commitment
    - (1) maybe meet once
    - (2) pitch it as free lunch/coffee with a mentee initially to get people to sign up
    - (3) want a lasting mentee/mentor relationship
  - f) Not a formal mentorship program
  - g) In addition to electee teams
- D. Cornerstone - how to get more people to write for it, its value
  - 1. How to get more people
    - a) Columnists who regularly contribute
      - (1) more than just the Historian
      - (2) Senior advice column
      - (3) grad student advice column (more helpful if they were here as undergraduate)
    - b) Service hours?
      - (1) contentious
    - c) Leadership credit?
    - d) Advertise drawing/comics for Cornerstone (people think its only written submissions)
    - e) Integrate cornerstone with twitter

- (1) Take one article/day and put it on the twitter feed
  - f) Include link in agenda to the Cornerstone
  - g) print on newspaper paper
    - (1) Make it look like a newspaper
  - h) Make electee of the week longer/more interview like
    - (1) Funny interview
  - i) Put important TBP events in Cornerstone
    - (1) possibly pull from alumni newsletter
  - j) Put pictures from past/current events with TBP
    - (1) New Point: photo gallery issue, how do we get/make a private gallery to keep all of our pictures and make it accessible?
  - k) Make it worth more points for electee teams
    - (1) 5 for one
    - (2) bonus for your third article as long as its for different meetings
    - (3) more points if you do it earlier
    - (4) team who submits first gets most points, second, etc
  - l) Plan your own adventure
  - m) Stuff SWE does:
    - (1) Alumni spotlight
    - (2) background on speaker
    - (3) professional development article
      - (a) find online
  - n) Make officers write through lottery system
  - o) Force people to do it, especially early in the semester to set the bar
2. Value of the Cornerstone
- a) Make it valuable
  - b) Gets attention of full membership who pick up the Cornerstone, rather than emails that easily get overlooked
  - c) Google calendar of service events (keep doing that!)
    - (1) put it in the agenda/powerpoint at meetings