

Session Notes

Scribe's Name: John CumminsScribe's Institution: WASHBURN UNIVERSITY

Be detailed in your notes for your session. Remember to include relevant information on the other sheets (products and other resources mentioned in your conversation and topics for future presentations).

- MY SPACE / FACEBOOK Facebook Flyers → side advertisement
- REC MASCOT → created profile & all ~~see~~ program notices sent via mascot's profile
- FACEBOOK group → intramurals & rec sports
 - become a member of the group
 - ability to post schedules as well
- * Problems →
 - FACEBOOK is more ~~pop~~ popular → more control over users and contact ability from outside university
 - Use of MY SPACE is more popular for programs which incorporate the community
 - LINKS from inside the university system to REC WEBSITES
 - LIST SERVES → inaccurate emails cause problems
 - LYRIS → web list serve
 - Newsletters → which students click on which topic
 - Web Assign → team registrations & sign-up
 - ability to market through the program
 - UNIVERSITY TV channel → used to promote programs
 - use of slide show to market
 - ~~FBX NETWORK~~ → Partnerships to market & promote programs
 - The University Network → also a money generator

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Facebook → cost & runtime of flyers vs. banners

→ buy the promotions by the # of hits.

Forums/Blogs: used, but stu. time quickly

RSS Feeds → GETRAVE.COM

RSS → Real Simple Syndication

GOOD MARKETING TOOLS

Podcasting: IM RESULTS, VIDEO of championship game

→ VIDEOTAPE USE INSTRUCTION ON MACHINE USE,

CARDIO EQUIPMENT, WARM UP INSTRUCTIONS

Web design → outsource, in-house, ~~use~~ UNIVERSITY IT

YOUTUBE → HARD to use, HARD to find unless it gets ↑ hits.

UNIVERSITY regulated web design → how to combat?

How much control is too much control?

Facebook marketing → controlled by 1 person on sm. department

Website content management system → ~~Phone~~ Phone

→ ADD PROGRAM INFO → transforms into calendar

→ helps w/ cross promotions as all of Student Life
calendar

is on the same website.

PC vs MAC → 75/25 PC

all student emails → edu address goes mostly unread
email

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End of the year reports

STUDENTVOICE survey use → hand held PALM PILOTS / PDA's

→ incentives for survey completion

Technology contact → SPREAD IT OUT, don't allow just

one person to know/control it all → all staff should

know the basics

Attendance List

This list will be publicly available. Please do not provide contact information.

Name	Institution
Gary Tisdale	Southern Ill. Univ. Carbondale
Greg Hladik	Arkansas Tech University
Ryan Hammes	Sonoma State University
Shawn Boom	Active
Kurtan Sagan	U of Wisconsin - River Falls
Jen Kline	Miami University (Ohio)
Chris Butler	Georgia Southern University
Amy Marquez	Georgia Southern University
JOHN CUMMINGS	WASHBURN UNIVERSITY
Sue Weavers	University of Mary Hardin Baylor
Ed Cesumaria	Montclair State University
Nicole Piscitelli	University of NC @ Greensboro
Courtney James	Augustana College (IL)
Karissa Weir	Gardner-Webb University
Allen Gilbert	JACKSONVILLE STATE UNIVERSITY (AL)
John Smith	UNIV. of Louisville

