



Present: President, VP, Finance Director, Public Relations, Programming, Student Relations, CAST, CIAS, GCCIS, KGCOE, COLA, COS, Women's, Cross Registered, Freshman, NTID, Graduate, CAB, Global Union, Greek Council, NSC, RHA, WITR, SAAC, OUTspoken, ACA, OCASA, Staff Council, Karey Pine.

Absent: Director of Services, Organization Recognition, SCB, Reporter, Academic Senate, Dr. Heath

Call To Order

Approval of Minutes:

- First by CIAS, Second by KGCOE.
- All in favor; minutes pass.

Speak to the Senate:

- No one here.

New Business

SpiRIT Fridays: Campaign Kickoff.

- VP: Dr. Destler – spoke on traditions at RIT.
- We would like to emphasize and promote the traditions we have.
- SPIRIT Fridays campaign! Active in the past.
- Means a lot of different things.
- Encouraged to wear school colors on Fridays.
- Individual MSOs felt this was important, how can we spice it up this year?
- Hoping to kick off the campaign with Senate! First week of winter quarter.
- Lots of things planned for first meeting winter quarter.
- Inspiration Quest – Goal tracking.
- Looking back to goals as an organization from beginning of October.
- Regular business first hour; second hour we will move downstairs.
- All inspiration questors invited, we will participate in an activity, talk about where we stand with our goals, show off programs, needs for completion.
- Should be fun!

- SPIRIT Fridays kick off!
- Frozen Four – dyed fountain orange last year. Part of the frenzy!
- Want people to notice as they are walking by, this is going to be a part of an on going series of events.
- We are going to host a hockey game in January, inviting MSO's to host with us.
- There will be give aways, games, Friday as part of Spirit Friday's imitative.
- Everyone seems supportive. Want to go out and wear orange and brown, encourage others to wear it, have RITchie go out every Friday, ask MSOs to get involved, have executive board go around with RITchie giving out presents, Kick off first week winter quarter, Dr. Destler and other people, please let your friends and constituents know they can join us!
- VP: Would like to hear everyone's thoughts; what do you think?
- KGCOE: A big concern of alumni is identity with RIT; sometimes we have the spirit and sometimes we don't. When it's on it's great... but when it's not, it's not there at all. Something as little as wearing our colors identifies us as RIT students. We work together, not just for our college. We want to bring the school together, it's an awesome idea.
- VP: There are two Roundtables; one with Alumni's and Destler, another with Greg and MSO presidents.
- Pres: RIT branding, how we perceive RIT, good thing to tie into, focus on RIT as a whole.
- OUTspoken: Might be cool to have a spiRIT competition. Nice to wear orange and brown, but what about a competition similar to tiger rival? Grand prize something with Destler, great hockey tickets, just for being the craziest school person you can.
- CAST: Start within our own colleges first? Wear your school shirts, then move onto RIT as whole?
- VP: At RIT, students already have an affinity to their colleges... what we don't identify as is RIT as a whole. We don't have a lot of shared experiences, and we would like to address that.
- COS: Incorporate faculty and staff? No support from teachers make it different... example, frozen four some teachers would not give an excused absence to see the hockey game.
- Karey Pine: Identify departments within in the university with students who actually wore orange and brown; it's a nice way for SG to inspire and support faculty and staff too. Senators support that in your colleges, get everyone to want to be organized.
- SR: Slogans; ubuntu.. Sticker or pin that we handed out with I am.. (major/college), We are RIT, someone from each department somewhere with these, focuses on the Big Picture.

- OUTspoken: The “we are” campaign, a lot of places have embraced it... What about Barnes and Noble “We Are RIT” bumper stickers, maybe give away with Ritchie on Fridays?
- SR: Already printed coupons for give aways, half of them have the RIT logo, could have him print something else on them.
- COLA: Competition against colleges? Local recycling, college vs. college, make RIT most green university in Rochester; school spirit is a little more difficult since we don’t have a lot of D1 sports.
- KGCOE: This is planning ahead, but that would be a great slogan for the Superbowl T-shirts.
- Greek Council: Get people to KNOW it. Al Pacino was clear; do the same for Spirit Fridays, not everyone probably knows about them.
- VP: Several years ago we started and it died down, if this is something we want to do it’s going to be a big burden on PR, want to make sure we want this.
- GCCIS: Like the idea, just wearing colors isn’t enough, competition and events so it isn’t just subconscious spirit.
- VP: Pledge to work on this together, leaders know their constituency best, target them, you know them best.
- RHA: Focusing on colleges may be counterproductive; at RIT we are immediately grouped by your college, might not be getting that RIT focused idea, each college has a “stigma” attached to it. (OA groups not done by college anymore however).
- VP: Good point, we need a balance.
- SR: Competition? 11 MSO’s, general pin thing, each week we could charge an MSO responsible for getting constituents to actively participate, Handprints, orange and brown in the SAU every Friday, convince people to do it? Something visible, show how many people have participated.
- OUTspoken: Like the MSO responsibility idea; but there aren’t many people on campus on Fridays... maybe another day? Many people don’t have class on Fridays and aren’t on campus.
- X-registered: RITchie mascot go to the dorms and hang out in the elevator, give people in brown and orange the pin?
- VP: Programming may help with some ideas, one on one dialogues with MSO’s, thanks for the excellent points.

Old Business

Trick Or Treat Challenge

- Trick or Treat Challenge:
- 101 canned good items.
- Over 526 items total, donated to various shelters.
- Sending out e-mail (in office too) Two senators and a cabinet member needed to help go drop them off, MSO's welcome to come.
- People had a lot of fun.
- Next time, possibly in spring, each team will be given two hours, certain items will have point values, etc.
- Winners had lunch with Dr. Destler's Wife today.
- Second Place gets hockey tickets to the game that SG will be going to a group as.
- VP: Nine teams, two hours long, special thank you to OCASA, the MSO which put a team together!

Inspiration Quest

- Blow the dust off your goals! Reevaluate! Know where you stand! We will send out specific communication about that later on.
- Spoken about in a little more detail under SpiRIT Fridays kickoff.

Presentations:

RIT Branding

- Chief Communications officer at RIT.
- Background: five years now if not longer.
- Been With RIT for nine years, newspaper editor, reporter before that.
- Lots of momentum, exciting place to be, really fun job.
- Purpose used to be get RIT in the news as much as possible, but the job has changed a lot in the last few years. Marketing, journalist, public relations.
- What is branding? Strong Brands are Magnetic.
- More than logos... it's personality. Nike: Just Do It. They're talking about US.
- Branding at RIT- evolution. 2006, research in market intelligence. Can't just come out with a message unless it's rooted in science.
- Middle of a project, doing Ads, the creative fun part.

- 2011 – want to show more ads, show excitement about what RIT has become.
- Art and Science: Surveys with alumni, RIT admitted who didn't come, why people came, high school students who might come, and corporate partners.
- RIT is well known for engineering, technology, co-ops, career focused... but if that's the only thing you push we won't gain any ground.
- We need to push other stuff to get better... creativity, innovation, global, community.
- 80's very industrial, we have come a long way since then.
- Website blue when he first came here; push brown and orange, we used to ignore our colors but not anymore.
- More consistency in publications, website graphics, athletics we built off frozen four pretty good, worked hard to make sure it's RIT.
- Alumni magazine don't always use orange, but it has a little more liberty, Athaneum,
- NTID focus, one true "sub brand" is NTID, we don't mind that they sub brand away from RIT (although they tend to still emphasize RIT).
- College banners; they celebrate differences under RIT.
- Branding Experience: "Experience" on campus.
- Replicate a "Disney world" feeling; want our students to be that immersed.
- Development of new curricula, expansion of minors, increased curricular flexibility, stronger emphasis on community, increased emphasis on green, reconnecting with alumni, expansion of global presence.
- On Campus: Student innovation, university services center, Golisano institute of sustainability.
- Imagine RIT; we're not a foot ball school... this is us. 35,000 people for imagine RIT last year. Celebrates innovation, creativity. GREAT branding tool.
- 160 over 90; how do we tell the story better? Outside thinking from Philadelphia, here to enhance our imagine, other clients are 70% consumer, in the right age group, understand 18-25. Specify on Nike tennis.
- Also done Michigan State, Dayton, Loyola, American University, Miami University (Ohio).
- Our competitors: our peer group (not the same one we used to be in) RPI, University of Rochester, University of Buffalo, Syracuse University.
- Going to transition into National Research Group, always been in the top ten before. With Standford, Harvard.
- 7th to 120th? How are we going to explain that? We went from a smaller category to a bigger category.
- Aspirant: BU, USC, Cornell, Carnegige Mellon, NYU..
- Focus Area: Alumni, Development, Athletics, Graduate Enrollment, Research, Women.
- Older alumni don't understand what we are today.

- Primary Audience and Secondary Audiences.
- Overall Marketing Objectives: increase reputation outside NY state, outside the East coast, increase alumni engagement.
- Vision Statement: needs to be broken down.
- We have Brand Pillars: we are right and left brain thinkers.
- We are Problem Seekers. Better than a problem solver; we're looking for problems so we can uproot them.
- Process Overview: interviewed students this summer, few people involved in that process, in brand concept area, getting close to brand rollout (internal first). December, forums on campus to get feedback, Fall 2011 going to put projects together.
- Monday, December 6th, Tuesday 7th, earlier in the day, if there needs to be night for students we will try to work on that.
- Students need to be ambassadors.
- Strong brands: engage constituents in richer experiences, build loyalty, command generous support, improve the user experience, flourish in difficult times, accelerate momentum.
- Going to show some examples from the different "Concepts".
- 75% are ads; proofs, story boards, not going to see the logo yet cause that's easy stuff. Will be improved in December.
- CIMS research... military tanks, planes, equipment. Can then be transferred over to public use.
- RIT global Hotel tourism agency in Croatia.
- Seven photojournalists have won 11 Pulitzer prizes, iconic images.
- Airport advertising – RIT student at Microsoft who spoke to Bill Gates.
- Hockey!
- Fonts and photography based on RIT family... Vignelli design fonts. Alumni magazine in Vignelli type design. Well known for printing.
- Transparent paper that shows where the idea came from; sketches, code, etc.
- Brag about our labs on campus.
- Global Village.
- Mud Tug, an example of the softer side of RIT.
- Co-Op piece.
- Student got sent to Dubai the second day on their co-op.
- Women component.
- The Big Fix; engage alumni experts in certain areas to feed into this website. We are being talked about on blogs, have people talk about us for free packaged under one website.

- Concept two.
- Environment Friendly Shampoo/Conditioner bottles, packages dissolve. Left brain right brain match up; inter-disciplinary.
- Meetings in December, going to come out with a new style of RIT, may come out with a tagline. Internal rollout, then general public.
- VP: Had a tagline before... is that on the table still? Beautiful solutions?
- Leader in the pack, but nothing is finalized.
- SR: Open Forum, definitely need a later time for students, one maybe later in the week as well.
- OUTspoken: It's week one of the quarter.
- Have to do Monday or Tuesday because of the consultants, what's a good time?
- SR: Possibly 5:30 to 6:30..?
- I was thinking 7 - 8?
- Dave: Half times tend to work best. Maybe 6:30?
- SR: R.I.T, University of Rochester all written out, put a logo out so people know its Rochester Institute of Technology.
- KGCOE: When can we expect to see this out?
- Once the concept has been approved (probably in December, right before the holidays). Going to decide what the first two projects should be. You will see this stuff out definitely by the first half of 2011.
- COS: Do you plan on trying to emphasize aspects of all the colleges in RIT?
- Valid concern, everything needs to be represented. We need to show multi-disciplinary.
- OUTspoken: Really like the marketing material, we need to build name recognition in other places besides Rochester. We need our name to be recognized.
- Powerfully known in some areas, but mainstream? Nope. We need to work on that.
- PR: How will this marketing campaign touch the individual colleges?
- NTID is the only true "sub-brand" that should feel free to brag about NTID big and RIT small; some places can go out on their own, but lots of places can't. CIAS is about being a rebel – we're asking for the RIT logo on the website, etc., the meat is yours.
- VP: When asking people to use a unified RIT brand, part of it is the need for compliance, the other half is that RIT needs to provide the tools necessary to comply. Your office seems overburdened; is there anything we can do?
- Another office is in charge of those "tools"; we do need to centralize further.
- VP: What form do you think this centralization should take place as?
- Pushing hard on that; expert firms would agree. We have grown very rapidly, we're having trouble keeping up with our own growth.

- Pres: Concepts fantastic; what is the goal of this whole thing, we need to emphasize areas that need that attention to grow.
- Get the departments on board, give them the toolboxes, police this stuff, there will be a cascade down into divisions and departments and hopefully it will begin to build on itself. Have your distinct message in there, plugging into that bigger message.
- Get examples out there and it will feed off itself.
- Karey Pine: Diversity of whose in the ads; females in nontraditional roles, feedback for that, people might think we're trying to sell something that's not accurate but it is accurate.
- Difficult market – need to leverage what you're known for and at the same time introduce things people wouldn't know about RIT. More inclusive language. Invite some of your least involved friends and disenfranchised to the open forums. We are at the cusp of an exciting time; this marketing plane needs to catch that feeling AND drive it.
- Young group came to innovation festival; ivy leaguers who said they should have come to our school.
- COS: What exactly is the alumni portion of it?
- 106,000; 60% since 1990, some from 2000. We have an interesting alumni population; we have untraditional (night school) alumni, which we count. Young alumni base, 50% 42 and younger. Not even in their peak earning years or best jobs. Many ways for alumni to give back to the school, we're unique so we have quite a focus on them.
- Graduate: Do you plan to involve current RIT students? They will graduate and go to those types of firms, our students should market our school.
- Besides interviewing over the summer, we want to do more of that. Want students to be a part of it. Eco-hero created by some students here; we don't want everything to be polished by university publications office, we want the "raw" stuff out there, balance between student and professional work.
- COLA: Social media been channeled through this?
- We definitely will; don't know what it looks like yet. Directory area for social media stuff; if you see stuff not in that directory, let me know. Want to be leaders in that and it is CHEAP.
- Karey Pine: There are departments without marketing teams; maybe a team of students become a part of potential tools, students gain experience and they are in line with message, cool to have someone come in for a week to those departments and help out with this.
- Student advisory board for this rollout?
- Geek Squad of the marketing campaign.
- Work with PR chair; need to align, so this launch has more power.

- Greek Council: Focus on fun events, should be some Greek life involved, many alumnis are Greeks.
- We should, it also shows social life of RIT, we need to push more than just our bread and butter. Greek housing was built on west side of campus to embrace the Greek community so the payoff comes later.
- VP: Thank you very much, see you at your forums.

Reports

Senate Reports:

- VP: New person of the month award! Volunteered much of their time to sit on student government committee even though they may be MSO president, always at events, always engaged, really cool nick name... Bharat or Barry! Global Union rep!
- Interviewing people for SCB senators, interviews next week and finals week, hoping to have candidates 1st week winter quarter.
- PR: Sending a thank you card to an anonymous person... Don't repeat the name! Donated season hockey tickets.
- PR: 951 friends short on FB before 2000 friends for cupcakes!!
- MSO's, we will like your pages if you have any.
- Senators: All working on videos and photos, give back bio info as soon as possible.
- Cabinet get your bios in!
- COS: Assistant Dean, Professor Student luncheons in COS, lack of connection between students and faculty, any ideas that might draw students in please give input so I can produce a good plan.
- COS: Also, Vegetarian options on this campus are lacking, going to talk to director of food services, if anyone would like to help it would be appreciated.
- CIAS: Complained to the president's wife about it today at lunch.
- ACA: Task Force with McDonald, ALANA Honor society, presentation to President Destler next week, if all goes well hope to get support from SG.
- OCASA: Coffee break next Thursday, 10 pm.
- WITR: WITR ratings, thank you for listening
- VP: How do those numbers compare?
- WITR: Independently owned college stations we are most listened too. Different for other colleges, but WITR basically best listened too.
- GCCIS: Elected GCCIS senator coming back next week, next week I might still be here to help out.

- COS: Winter Gala, first Saturday of week one, tickets on sale next week, only 150 tickets, open to the whole school, raffle event.

Committee Reports:

- VP: Sarah (freshman senator) at technology committee meeting, thirty people showed up, scrambled to find a room, lots of help with new SIS, need to identify a chair for that group.
- SR: Student feedback committee, student data from student speak up day, right after this in SG office Kathy Hall conference room.
- Three, four years, mycourses, e-mail, what students really want out of a faculty member, looking for a strong suggestion from students, will present more next week.

Advisor Reports:

- NTID leader, Dr. Jerry Buckley, new NTID president, first alumni to serve in that role. Excited for the college.
- Announcement: Message for the hockey game next week! Everyone invited, sign the doodle tonight if you want to come, send Kaitlyn a message, need the number by the end of tonight.

Adjournment

- Meeting Adjourned.