

Meeting Notes for 9/11/2019:

- Tim Diesch – Special Guest from Marketing
 - Tim and Committee discussed several potential marketing strategies regarding the upcoming PACE Survey. Strategies discussed include:
 - DuckSoup
 - Texting employees
 - “Headline/News” Flash or digital banner in the YC portal (a reminder)
 - YCSA Engagement Committee presence at the Homecoming Event – possibly a booth
 - A personal “ask” coming from the top, starting with the President, and including the ELT – Emily has put this on the agenda for the next ELT meeting (next week).
 - YCSA members – visit divisional meetings to announce and promote survey
 - YCSA member- visit with faculty to promote survey (Emily is reaching out to Jenni Jacobson regarding this).
 - Individual/personalized invitations
 - Each YC employee (approx. 1200) will received an elegant, yet simple card from (?) asking them to participate in the survey, and explaining the significance of the survey, explaining the “why”
 - Possibly incorporate a famous inspiration quote on change
 - “If we don’t measure the impact of our efforts on the objectives of those we are serving, we will remain blind to important ways we need to adjust and will end up not serving others well.”
– **The Arbinger Institute, The Outward Mindset: Seeing Beyond Ourselves**
 - “Small changes eventually add up to huge results”
 - “Change your thoughts and change your world”
 - Possibly include a sticker of Ruff/ or a play on words with “ I voted” for employees to wear after they have completed their survey – Tim is researching costs on this.
 - After EEC has developed the wording for the card, Tim will create a MRF and get the info to Amy F. for development
 - Cards will likely be delivered with a week of the survey going live
- Survey Incentives

- EEC discussed the possible incentives that could be included in the marketing of the survey
 - Department level incentives – departments with the highest completion rates are rewarded in some fashion
 - Individual level incentives – all individuals who complete the survey are placed in a drawing – we don't really know what that reward would be at this time.
- Survey Theme- “ You Can Pave the YC Way” – Incorporate yellow brick road, emerald city imagery into marketing.

Action Items

- Jeremy and Kellie – developing a quick reference/summary for leadership to utilize when promoting/asking employees to participate in survey
- Emily – discussing marketing ideas and theme with ELT next week