

Brand Champion Initiative

1.31.14 meeting

Agenda

1. Hope you're keeping warm!
2. New Year, new building video
3. New Brand Champion Website:
 - a. Sc.colostate.edu/brand-champion.aspx
 - b. Find everything you need here
 - c. Coming Soon: BCI forum
4. Communication with Directors
 - a. Decisions made?
 - b. How do your directors want to be involved?
5. How did the Brand Demeanor meetings go?
 - a. Feedback
 - b. Help needed? Doni can attend
 - c. Sydney Colab meeting feedback
 - d. James Salon example
 - e. Due 2/21/14
 - i. Plan accordingly
 - ii. Get info back in time to compile
 - iii. Share at 2/21 BCI meeting
6. Internal LSC communication Theme
 - a. From Brand Demeanor input, as a group, we'll create a theme
 - b. How can we make the process fun?
 - c. Include in all communication pieces
 - d. Theme examples
 - i. Adventures in Marketing
 - ii. Five Star
 - e. Keep this in mind when compiling department info.
 - f. Come to March meeting with LSC theme suggestions
 - i. See if staff members have theme suggestions
7. Human Resources
 - a. Overall LSC Guide
 - i. Example: Colab Guidebook
 - ii. James Salon Handbook
 - b. What are your current departmental processes?
 - c. Colab examples: Hiring Process Samples
 - i. Marketing
 1. Schedule
 2. Advertising
 - ii. Interviewing
 1. Schedule
 2. Email template
 - iii. Onboarding Process
 - iv. Training Process
8. Homework with Director
 - i. Employee input if necessary
 - ii. What does OUR department need?
 1. Hiring
 2. Onboarding
 3. Training
9. Included in LSC Professional Staff HR resource book:
 - Welcome
 - Who we are
 - DSA Vision
 - History
 - How LSC is funded
 - Mission Statements: LSC, DSA, CSU
 - Student Affairs Strategic Plan
 - Non-discrimination Statement
 - Leave Policies
 - State Classified Employees
 - Student and Non-Student Hourly Employment
 - Attendance Guidelines
 - General Policies and Procedures
 - Substance Abuse