**Off-Campus Life Advisory Board Minutes**

**November 3, 2020**

Meeting came to order at 2:35pm

**Programmatic updates and covid adaptations: Shovel Snowdown, Community Welcome**

We updated shovel program – we have a different delivery. We have provided a video for students to view, they take a quick quiz to verify their knowledge of information provided in the video, then we send them a voucher which they can exchange for a free shovel at Ace Hardware in Old Town or Joseph’s Hardware.

Community Welcome – we had about 40 volunteers; still hit about 1700 houses w/ brochure; brochure included a link to a video which highlighted responsible social gathering info and messages from campus and city leaders.

**Working remotely – continued**

We continue and will continue to work remotely through spring. Only exception is RamRide Food Ops; have to come into the LSC to pick up food and cars for delivery.

**Party registration brainstorm – increasing numbers/marketing efforts**

We asked our board to brainstorm ways to increase our Party Registration numbers and what other marketing efforts they suggest.

Peyton mentioned that students may have hesitation with registering because it could be considered admitting that they will be breaking ordinances; Also increased fear, including fear of police in general.

Both Peyton and Jesse suggested that the Party Reg list be sent to a different entity, not to police.

Marketing – more use of social media – Instagram. Penny suggested using language such as “smart, polite and quiet” when educating on how to interact with police.

**Virtual Housing Fair**

Marketing options – suggested to use more social media, including partnering with CSU social media (main CSU Instagram; ASCSU Instagram); having them repost our posts. Other suggestions: Flyers, chalk in the plaza; tabling on the plaza.

We will consider a table on plaza with hot chocolate.

Source not necessarily the best option – unless we can use a really catchy subject line/byline.

**Sponsorship packages – update**

We have done a complete revamp of our sponsorship packages since its inception in 2014. We launched on Monday (11/2) and already sold 5 packages.