10-15-15

PR commission

Start of meeting: 6:00 p.m.

End of meeting: 6:45 p.m.

**Discussion:**

Introductions

Recap of sales of Homecoming shirts

Possible improvements for next year’s sales

* Children’s shirts
* Have shirts hanging up at the booth so people can easily see what they look like
* Have sign saying they are $5
* Sell shirts at Barry Hall
* Enlist commissions to help to get more people to help
* Selling shirts downtown is really helpful
* T-shirt designs are really similar
  + Same font, style, placement of text
  + Not always have a yellow shirt, maybe green?
* Long sleeve shirt potentially

Herd Hauler program

Problems with last year’s services – Switching to Uber

Possible new names for the program

* Thundar Xpress
* Buffalo Shuffalo

Branding/Strategic Communication plan for Student Government

Targeting online presence

Which online sites to use and how often

How to clarify/unify the brand of Student Government