# ESC Meeting Note

## February 17, 2016

Time: 5:19pm

Jonathon

How important is branding?

Who reaches students? Career services

What makes them good about what they do? Simple, visibility, consistency

Study abroad- Katy

1. **Committee Discussion:**
   1. What are your thoughts about our current logo?

- forced to read, optional read, doesn’t arise emotion, does not embody committee

- Logo contest

- What can we do?

-green paw print

Will discuss press release?

Selection committee

* 1. How important is it for us to establish a campus identity?

- Very important

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* 1. What are three things or features would you like to see on our website?

- Color scheme

Dynamic- changing

What am I getting- why am I here?

Projects

User friendly

Necessities are up front

Our website

* Youthful
* Get involved
* Brighter
* Rolling through articles
* Links to pages like bike cave
* Members- photos humanize
* Website on bill
* Count down of funds- these are your dollars
* Interactive map of projects
* Video summation a part of projects when they submit
* Poll for what people what to see as far as things that need to be improved- projects can see the ones with them most campus support
* Beautification contest
* Website forum
* Gold= historical land mark
* Esc water bottles

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1. **Action Items**
   1. Set a future date for student elections

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1. **Information Items:**
   1. Campus Wide Email Approved

* Facebook blog
  1. Next meeting March 2nd
* Elect 2 voting members
  1. Proposal deadline March 21st

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1. **Adjournment**

6:15pm