1.31.2014 Brand Champion Meeting Notes

REMINDERS:

- The New Lory Student Center video is available to share through the Student Center web page (http://www.sc.colostate.edu) or the Lory Student Center’s YouTube channel. Search the video’s name: New Year New LSC – Colorado State University.

- You can now find all information needed for the Brand Champion Meeting on the New Brand Champion Website: http://Sc.colostate.edu/brand-champion.aspx (Thanks Jeannie in Off Campus Life for the suggestion!)

- While you’re thinking of individual department themes, also focus on what the Lory Student Center’s overall theme should be. How can we make communication fun?
  - Example: Colab: the Lory Student Center Marketing Shop’s theme is Indiana Jones – Adventure/travel (refer to onboarding itinerary for direct example)

- Be sure you know how your directors want to be involved? Would they like to see information before sending to the department? Do they want to be a part of every decision made? Or do they want to only know of the final outcome? It’s essential to work with department directors in this process.

HOMEWORK DUE 2.21.14:

1. Brand Demeanor compilation form
   a. Please share with your Directors and gage their desired level of involvement in this process
   b. Make sure you are giving yourself enough time to gather the information you need and have it complied for the next meeting
2. Watch for themes within your staff data
   a. Be prepared to make suggestions for the next meeting
   b. Examples: Five-star hotel, adventure/travel
3. Brainstorm components for your department’s section in the guidebook
   a. Do not have to have these sections complete, just come with a list of ideas of what you would like to see for your department

NOTES:

- LSC theme: how can we make it fun? Each department should come up with a theme for the LSC as a whole
  - Examples: Five-star hotel, Colab’s theme is Indiana Jones – Adventure/travel
LSC HANDBOOK DISCUSSION
- SLiCE: concern with employee handbook and being green. Put handbook on USB drive
  - This will vary for each department, based on their needs
  - Colab will make print, digital (usb and web) available.
- We will have an overall LSC handbook with a section for each department
  - Smaller books for each department – direct to each job and department
    - Ex. James Salon handbook
    - Each department should keep a running, “live” handbook
      - Find similarities
- Human Resources - not focused on hiring...hiring is specific to a department
  - Main handbook is not specific, it is for everyone
  - We reviewed the Colab hiring process
    - Training: 5 day process
      - Some self-guided
  - Workflow process
    - James Salon has “points of difference”

- Spend some time figuring out what is your department’s workflow
- How can you department make each employee feel special?
- What sections does your guidebook need to include?