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