

USF Student Green Energy Fund Council

Friday, October 18, 2019 – SVC 1073

Time: 1:00 pm – 2:30 pm

Meeting Minutes

In attendance:

Council Members

Abdulraheem Alzahrani,

- **SGEF Marketing**

The council discussed various marketing strategies to inform USF community about SGEF. The council deliberated about the format and details for the marketing videos and decided on the following:

- 2 marketing videos:

- To be deployed late January/early February

- Short marketing video: 30-60 seconds

- Utilize MSC screen to display information
 - Showcase CO2 emission reduction data (S. Daniels can provide that information)
 - Visuals, data, images

- Long marketing video: 1-5 minutes

- Informational video to showcase projects
 - Highlight students and their experiences

The council also discussed other marketing strategies and approved the following motions:

- Explore the creation of a campus course to inform students about the SGEF process
- Use sustainable marketing strategies
 - Digital marketing – no flyers or wasteful products
 - Leverage relationships with other USF departments to push out information
- Find spaces and digital platforms, such as Orientation, commencement, to showcase marketing video
- Advertise SGEF on first day capstone courses
- Contact Admissions to include the awareness sustainable projects in tours
 - Council to provide a list of projects

Announcements

The chair welcomed and thanked the new council members. Additionally, the chair will update Innovative Education about chaun/83 Tw cogl005 M82005 T updat e.9(e)3(70.005aP (ut,)4)6(.i)10(t)-(05aHBca