

OSU-Tulsa Staff Advisory Council Minutes

October 22nd, 2020

1. Report from Marketing and Communications Director Jamie Edford
 - a. Marketing handles the 3 “R”s: Recruitment, Retention, Reputation
 - i. Recently renewed OSU-Tulsa’s digital advertising contract – you may see more ads on social media and Google!
 - ii. Recruitment: Our department is always looking for new ways to connect with students. This includes students at TCC and the 90k people in Tulsa that don’t have a college degree or who started a degree and haven’t finished it.
 - iii. The best way to recruit is through word of mouth – We trust stories shared by people we trust. We always encourage employees to help amplify that. People are more likely to trust you as their Facebook friend if you share a story versus the university page sharing the story. They encourage everyone to follow OSU-Tulsa on social media and like and share our posts.
 - b. Featured on our campus website will be a list of events known as the 100 Points of Truth and Transformation: Tulsa Race Massacre. Staff, faculty, students, and the public will be able to access these events and webinars.
2. Administration Update – Karen Castle
 - a. The President’s Leadership society currently has 90 students in total with on average 30-35 that are able to participate in person. They plan to add virtual participation in the spring.
 - b. The Neighborhood Community and Collaborative meeting was held on the OSU Tulsa campus and was reported to have been quite successful.
 - c. Dr. Fry has been very thankful for all the hard work behind the scenes that the marketing department has assisted with to ensure various meetings held on our campus go smoothly.
3. Fun Facts – Annette Morey
 - a. OneOK Field has started hosting a movie night and showcases for community arts to draw in the public.
 - i. On October 24th, they are hosting a Boo-tacular trick-or-treat, as well as broadcasting Game 4 of the World Series.
 - ii. Annette announced her retirement on December 4th. She will not be able to fulfill her upcoming term as OSU-Tulsa SAC President.
4. SAC Event – Alicia McClendon
 - a. SAC will be hosting the OS-BOO Tulsa virtual Halloween costume contest.
 - b. Participants will email a picture of their costumes to alicia.mcclendon@okstate.edu by October 30th and the entire campus is welcome to vote on their favorite costume.
 - c. 1st, 2nd, and 3rd place prizes will be awarded after voting ends on November 2nd.

5. Department Updates

- a. Elisa LeSieur: OSU Tulsa is still moving forward with virtually hosting McLain High School on November 30th for a collegiate conference.
- b. Candace Jackson and Tom Thorisch:
 - i. The Library is projected to move back to their original location on campus the second week in December.
 - ii. The Race Massacre materials collection offered by the Library has also been receiving lots of positive media attention.
 - iii. The Library has continued to be successful offering virtual book displays.
 - iv. The online library support is now fully functional.
 - v. Zoom workshops to assist students launched in September.
- c. Bambi Greer:
 - i. The Osage Casino and Hotel Student Union is finished, with the exception of permanent furniture. Subway has also re-opened to serve the campus.
 - ii. A purchase order has been made with BELFOR for the remaining Main Hall remediation to complete the transition for the Library. This includes painting, flooring, etc.
- d. Alicia McClendon:
 - i. The past week has been Transfer Week with TCC. This has consisted of promoting program showcase spotlight for perspective students.
 - ii. OSU Tulsa is also gearing up for spring '21 enrollment.
- e. Sherry Clegg:
 - i. Advisement is gearing up for spring '21 enrollment and creating transfer maps in conjunction with TCC.
 - ii. 2 new poetry courses will be offered during spring '21: Hip-Hop Poetics and Advanced Poetry Writing.
- f. Olivia Woody: The Learning Services Center Annual Creative Writing contest is currently being held. All entries are due November 25th. Students may submit up to 3 original poems and 1 short story geared towards a collegiate audience and consisting of no more than 20 pages. Winning entries will be published on the OSU-Tulsa Creative Writing Contest website.

6. United Way Update – Olivia Woody

- a. The Pledges and most activities have been completed.
- b. We had 10 participants in our Day of Caring volunteer event. We assisted Tulsa Cares with their drive thru food box pickup and flu shot clinic for their patrons.
- c. The OSU Tulsa recipe book design has been finalized and sales will be concluding October 30th.
- d. Once the recipe book sales have been concluded, the Tulsa Area United Way will have a grand total of fundraising efforts.

7. Due to upcoming officer elections, our next meeting has been moved from November 19th to December 3rd. At that time we will nominate and vote for our new officers that will serve from January 2021 to June 2022, pending a vote from the SAC committee.