**Engagement Sustainability Working Advisory Team**

Date: April 29, 2022

Time: 3-4pm

*Attendees: Ann Witmer (co-chair), Alexa Smith (student clerk), Kathy Adams (staff), Shibu Kar (co-chair), Sammy Yoo (staff), Kavya Mula (student), Jie Hu (faculty), Keilin Jahnke (faculty), Maiah Caise (student), Sonali Kumar (student), Colleen Kling (staff) Dave Guth (staff), Shachar Meron (faculty)*

*Absentees:*

Agenda:

1. **Administrative** 
   1. Who is interested in being on the committee next year?
   2. Feedback Form coming soon!
2. **Introduction to Shachar Meron & Advertising Department Recommendation**
   1. Recommendation: <https://uofi.app.box.com/integrations/officeonline/openOfficeOnline?fileId=910587114077&sharedAccessCode=>
3. **iCAP Portal Recommendation**
   1. <https://uofi.app.box.com/file/920376258542>
   2. Analytics Findings
   3. Next steps...
4. **ISEE Jobs Portal Recommendation**
   1. <https://uofi.app.box.com/integrations/officeonline/openOfficeOnline?fileId=920378384209&sharedAccessCode=>
   2. Options for increasing visibility of sustainability-related jobs on campus:
      1. Integrate a Sustainability Feature into University-wide [Virtual Job Board](https://secure.osfa.illinois.edu/vjb/employer/newjob.aspx)
      2. Enhance advertising and outreach for current iSEE Job Board
5. **Other Recommendation Updates**
   1. Committee 3: Social Media Marketing Course
      1. Ann, Kathy, Sonali
      2. Updates on Professor Outreach
   2. Committee 2: Sustainability Champions Committee
      1. Sammy, Kavya, Kathy
      2. Update on Grainger stakeholder outreach
      3. Create list of stakeholders for ACES, LAS and Gies

Meeting Notes:

1. **Introduction to Shachar Meron & Advertising Department Recommendation**
   1. Rundown of ADV498
      1. Projects change every semester (typically nonprofit/university partners) & students develop full campaign (brochures, flyers, social media ads, videos) over course of 8 weeks
      2. Typical Partner Goals: growth, awareness, getting more traffic to website, more volunteers
   2. To include in recommendation:
      1. Considerations for project partners:
         1. Timing works out
         2. Robust needs to be addressed by students (okay if they are nebulous)
         3. Responsive point person
      2. Needs from iSEE: point of contact that would be free to attend midterm and final presentations & responsive within 48 hours
      3. Shachar said that he would intend to work with iSEE so long as the proposal is approved on iSEE’s end
   3. *Next steps...*
      1. *Clean up & submit recommendation!*
      2. *Recommendation will be focused solely on the Capstone Course, but the team intends to expand the relationship after this class is over in the fall*
2. **iCAP Portal Recommendation**
   1. Analytics Findings: <https://uofi.app.box.com/file/936723211674>
   2. Very low user time & high bounce rate
   3. KM: It would be helpful to bring someone on board who is an expert in web design/ UI/UX
   4. *Next steps...*
      1. *Reach out to Kavya’s professor regarding our insights and suggestions on the iCAP Portal & gaining their feedback before moving forward*
3. **iSEE Jobs Portal Recommendation**
   1. Job/volunteer board already exists for iSEE, so the team is unsure how to best move forward at this point
   2. *Next steps...*
      1. *Kavya will also ask professor on suggestions for improving the job board*

Action Items:

* Submit comments on [ADV498 Recommendation](https://uofi.app.box.com/integrations/officeonline/openOfficeOnline?fileId=910587114077&sharedAccessCode=)
* Have a wonderful rest of your semester :)