iCAP Engagement Team Meeting 8/30/2022

Objectives:

-Select chair/co-chair

-Advertising Capstone Project

-Brainstorm 2-4 goals for the upcoming semester

-iCAP portal updates

Agenda:

Check-In

Select Chair and Co-Chair

View iCAP portal and highlight important goals/projects for the semester

Action items for next meeting

Duration: ~45 min.

Meeting Minutes

Start time 3:04pm

Check-In with team: highs and lows of the week!

Chair will be Ann Witmer. Decided by a group vote.

Kratika Tandon and Sophie Fox are both contenders for the vice chair role. Decided by a group vote.

Kratika is assigned to be vice chair.

Advertising Capstone Project (presented by Ann Witmer)

8-week course. 6 teams work with an advertising agency to take iCAP and sustainability seriously.

Question for this goal: how to we connect people to sustainability in this project?

iCAP portal somewhat intense for people that are new sustainability on campus.

“Who’s the target of the campaign?”

Reaching beyond the campus boundaries! How can we convince faculty members and staff to do this?

Next meeting for planning the capstone project is September 16th at Gregory Hall.

Our task: develop materials supplied by the University.

How can we spread these engagement materials outside campus?

Connect with University Rental Property Owners (Cochrane, Roland, JSM, University Group)

Timothy Knox talks about waste generated at Memorial Stadium last week. There needs to be a recycling bin and a trash can right next to each other.

Kathy mentions tailgating around the game!

Getting a graphic up on the board during the games to promote sustainability.

Clearing up messages that disallow reusable water bottles.

QR code method proposed by Sophie

Next steps:

Claire reaches out to iSEE to propose Advertising Capstone project/budgeting.

Some goals we generated for this semester:

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