Big 10 Committee
Meeting Minutes
July 24, 2007

Members Present: Val Castillo, Sara Nagel Newberg, Peyton Owens, Heidi Perman, Meaghan Stein, Jeannie Stumne, Paul Timmins, Angie Schmidt Whitney

Fundraising Update for the Diversity on LaSalle Street Event
- Gopheropoly - Do not expect this money for now.
- CDN – Heidi reduced the CDN request by $500.00
- Undergraduate Career Offices – CEHD is confirmed, still waiting to hear from IT
- Athletics – Still waiting for final information
- Carlson Diversity Program/Kathy Johnson – Sara now knows who this person is and will contact her
- MANRS (CFANS Diversity Program/Carl Lorenz) Confirmed $200.00

Event Name
- It was decided the event will be called the Diversity Business Careers Forum – Chicago will be a sub line of information.

Application
- The application looks good overall; a few minor adjustments were recommended:
  - Update to reflect the new name
  - Add the sponsors
  - Add phone numbers for more information (Angie & Sara)
  - Application deadline will be Monday, October 1st
- Meaghan will find a time for the application reviews in early October (2 hours)

Marketing
- Heidi will create a web page for the event that will include information and links to the application information
- CLA will have a Peer Advisor take a stab and creating flyers and ¼ sheets
- We will distribute those materials to career offices, sponsors etc.
- Sara will draft an email newsletter blurb that we can send out to CDN/AAN and those on the diversity email list
- Peyton will contact Housing and Residential Life to find out how to incorporate it into their newsletter and get flyers to their CAs
- Promote at career fairs by putting flyers in packets or providing quarter sheets with candy
- Consider creating a banner if there is a way we can use it at places other that won’t be confusing to students.
- Perhaps add a flyer to the career fair packets?
- Email all of the individuals on our diversity contact list to encourage them to promote it to students via word of mouth.
- Heidi will create a marketing list for the above items.
Next Meeting
Wednesday, August 29, 8:30-9:30am
Bierman Athletic Building

Items to discuss at next meeting:
- Marketing Implementation
- Reviewing applications (systems)
- Pre-departure meeting topics
- Which staff will go to Chicago