



COLLEGE OF  
**BEHAVIORAL & SOCIAL SCIENCES**  
**THE SOLUTION**  
**DEAN'S STUDENT ADVISORY COUNCIL**

Dean's Student Advisory Council  
College of Behavioral and Social Sciences  
University of Maryland

Annual Report 2015-2016

May 10, 2016

Chair: Jhansi Katakam

Advisors: Marcella Morris and Associate Dean Katherine Russell

## **DSAC Introduction**

The College of Behavioral and Social Sciences (BSOS) Dean's Student Advisory Council (DSAC) is an undergraduate committee that provides a forum for the exchange of information and discussion of matters pertinent to the undergraduate experience. Comprised of one voting representative from each of the College's academic departments, one representative for the College's Living and Learning Programs, and at least three but no more than five at-large committee representatives, the council meets weekly during the academic year, facilitated by the Associate Dean of Undergraduate Studies and DSAC Instructor.

DSAC is charged with:

- Coordinating programs among students, faculty, and alumni to facilitate and build relationships and foster a sense of community;
- Evaluating University, College, and Department information and policies;
- Hearing and voicing undergraduate student concerns to the Deans, Department Chairs, and Undergraduate Directors;
- Educating students on academic policies and procedures; and,
- Where appropriate, rallying students to actions.

DSAC is led by four student officers, the DSAC Chair, and the three Vice Chairs of Student Services, Academics, and Programming. Each year, a public call for nominations for new DSAC members is issued and officers are elected on an annual basis by the current DSAC members under the oversight of the Associate Dean for Undergraduate Studies and DSAC Instructor.

Meeting minutes are available from the DSAC Chair upon request.

Dean Russell reports that she finds DSAC to be an invaluable resource for both gauging student feedback to BSOS policies and for proactively seeking out student concerns and ideas.

## **DSAC Leadership in 2015-16**

*Fall 2015 Chair: Jhansi Katakam*

*Vice Chair of Programming: Kiese Hansen*

*Vice Chair of Student Services: William Ladipo*

*Vice Chair of Academics: Washiq Ahmed*

*Spring 2016 Chair: Jhansi Katakam*

*Vice Chair of Programming: Jessie Latter*

*Vice Chair of Student Services: William Ladipo*

*Vice Chair of Academics: Washiq Ahmed*

A complete list of DSAC members in 2015-16 is included in Appendix 1.

Typically, a Vice Chair serves the entire academic year; however due to Kiese Hansen graduating in Decemeber, mid-year elections were held in December to elect Jessie Latter as Vice Chair of Programming. The Committee Members, their majors, and their respective constituencies can be found in the Appendix 1. This report is structured first with DSAC projects from the 2015-2016 academic year, broken down by committee . Then it gives an overview of individual project proposals, both implemented and still in the process. A separate document shows our budget.

## DSAC Projects by Committee

### Programming Committee

*The Programming Committee organizes major annual events, like the Student Faculty Dinner in the fall. In the future, Programming Committee would like to continue implement exciting events that are of a very low cost or free of charge for students, faculty, and alumni. Furthermore, the committee is also responsible for planning and hosting at least one activity during Maryland Day.*

- ***DSAC Service Day Project***

- The goal of this proposal was to reintroduce a previous proposal by a past DSAC member to have the council participate in a TerpService Day, which are one-time volunteer service commitments that typically last an entire day. By having all the members of DSAC volunteer together while helping the broader community, members had the opportunity to get to know one another better and bond. Eight members of the Council participated in a TerpService Day at Interfaith Works, an organization that provides clothing and household items for needy families in Montgomery County, on Saturday, April 9, 2016.

- ***Maryland Day***

- DSAC hosted a table in the BSOS tents on Maryland Day. The Programming Committee painted a custom cornhole set that was a big success with guests. We gave away 'Like A BSOS' stickers and pens with the DSAC logo. Guests interacted with DSAC members had a positive experience with DSAC and the College.

- ***BSOS Student Annual Mixer***

- Programming Committee is proposing a BSOS Student Annual Mixer that would be a semi-formal event held for the first time in the spring 2017. Underclassmen students would be invited to come meet and talk to upperclassmen who are

student leaders and representatives of the College. They are encouraged to build effective networks, communities, and friendships amongst fellow BSOS students. With the intention of strengthening the BSOS community, the event would include a buffet style dinner, food, and refreshments. The goal of this event is not only to develop a more prominent sense of BSOS identity, but also to facilitate connections between students of different majors and classes. This project is still in the planning stages and the Programming committee has been developing a plan for implementation.

### Student Services Committee

*The Student Services Committee improves student life through technology, alumni relations, facilities, and other non-academic issues. Through alumni panels, helping to enhance the BSOS Blog, and the DSAC Facebook Page, we are able to reach students more directly as well as provide them with networking opportunities.*

- ***World Bank Field trip:*** The committee planned and facilitated a field trip to the World Bank in conjunction with the University Career Center. The visit included an onsite seminar – led by a Human Resources professional – and provided an opportunity to learn about the World Bank Group recruitment initiatives and gain some concrete ideas and tips on how to connect with the Bank and, more in general, with international institutions focusing on development matters. Internships and other youth hiring programs were also discussed.
- ***Updating Student Profiles on BSOS website:*** DSAC noticed that the undergraduate student profiles highlighted on the official BSOS website were outdated, so to remedy this we embarked on a proposal centered around updating the student profiles. Firstly, we utilized Google forms to create an application giving undergraduates in BSOS the opportunity to showcase their bios, interests, achievements and other details following the framework from previous student profiles. This application was pushed to BSOS

students via Facebook, student groups, and the BSOS blog, applicants were given a deadline to submit all the required information and upon the deadline we forwarded the received information to Margaret Doyle, a graduate assistant with administrative access to the website and she updated the information manually. The profiles can be viewed here: <http://bsosundergrad.umd.edu/about-us/student-profiles>.

- ***Student-Faculty Research Highlight:*** The purpose of the project is to highlight research that current BSOS students are working on with Professors from the Psychology Department. We realize the essence of getting research experience for graduate school for Psychology students. This ongoing project will focus on the work that students are doing with various Faculty, so that future students looking for research and lab positions will have a database of Faculty members and students who have previously appointed undergraduates positions in their labs. We are in contact with Dr. Nazish Salahuddin, the Academic Director of the Psychology Department. Dr. Salahuddin will be providing a list of current Faculty members who DSAC will contact to hear about the research they are doing with BSOS students. Ideally, we would like to extend this proposal to other departments in the college; however, we will begin with Psychology students considering students' demand for research experience.
- ***Professional Business etiquette class:*** The goal of this project was to create a 1-credit course that would teach students various soft skills imperative to professional and academic success. During the Fall Semester, DSAC sought out collaboration with the University Career Center. The Career Center presented the idea to the Coordinators who organize the internship courses across campus. The Internship Coordinators approved the request to grant students credit for attending events at the Career Center regarding professional etiquette. The Council is hoping to extend relations with the Career Center and Internship Coordinators to implement professional etiquette in syllabi of the courses.

## Academics Committee

*The Academics Committee improves the academic settings for BSOS students. The committee pursues several initiatives throughout the year to ensure BSOS students have the academic support they need to excel in the classroom. The most well known function of the Academics Committee, brown bag lunches, enables students to have the opportunity to network with professors in a small setting and to get to know BSOS faculty on a more personal level. Additionally, during the Spring semester a significant amount of the committee's time was portioned to pursuing Graduate Record Exam (GRE) academic support.*

- **DSAS Signature Brown Bag Lunches:** Throughout this past year, DSAC has organized and executed 4 Brown Bag Discussions. Brown Bag Discussions are events where professors meet with students to discuss research, professional experiences, courses, internships, and career opportunities. Usually each Brown Bag features one professor, from a different BSOS department, who leads an informal discussion with a small group of students. However, professors have also used Brown Bags to lead more formal presentations. Regardless of the format of the Brown Bag, each Brown Bag has aligned with DSAC's goal of strengthening relations between students and faculty.

### Brown Bag Lunches in 2015-16

Faculty Member	Department	DSAC Member	Date
Dr. Nazish Salahuddin	PSYC	Sarah Meirama	10/7/2015
Dr. Sarah Croco	GVPT	Vanessa Jarnes	10/21/2015
Dr. Jason Nichols	AASD	Rhys Hall	11/18/2015
Dean Gregory Ball	BSOS/PSYC	Washiq Ahmed	12/2/2015
Judge Alexander	AASD	Rick Tagne Teta	04/07/16

Williams Jr.			
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- **GRE Workshops:** This semester, two councilmembers, Julie Knorr and Natalia White, proposed to develop a series of low-cost introductory GRE preparation workshops. The goal of the project is to have four sessions throughout the Fall 2016 semester that will provide students with an introduction to the analytical writing, verbal reasoning, and quantitative reasoning portions of the graduate school exam. The members have contacted private preparation programs, such as Kaplan and Princeton Review, within the College Park area to see if their companies would be willing to partner with our organization to provide these workshops for BSOS students. As of now, the workshops should begin in fall and there will be two sessions per month throughout the semester.
- **Benefits:** Currently, the university does not provide enough support for students that are planning to apply to graduate school and are required to take the GRE. Therefore, the purpose of these preparation courses is to provide students with a resource to help prepare them for the testing process. We believe these workshops will provide BSOS students with an introduction to the test, give them test-taking strategies, and help them develop a proper study schedule to perform well on this exam.
- **Admitted Student Outreach:** Council members wrote personal handwritten notes to admitted BSOS students congratulating them on their acceptance to the University of Maryland.
- **Benefits:** Outreach to admitted students helps build early connections to campus and influences these students' college decision making process as well as ensures admitted students gain firsthand familiarity with BSOS DSAC .

## Individual Proposals

Implemented:

- ***Department of Anthropology Survey***: Survey of graduating seniors in the Department of Anthropology regarding advising and departmental performance added to the general graduation survey administered by the Career Center. This survey was created in response to a concern from the Undergraduate Advisor for the Department of Anthropology that there is no direct source of feedback from students on their experience as Anthropology majors.
- ***BSOS Annual Student Mixer Survey***: Survey of undergraduate students that was released on the BSOS listserv to gauge support for a BSOS Annual Student Mixer that would be held next spring.
- ***Sponsorship of the Black Male Initiative***: Sponsorship of Black Male Initiative for the role of a student cultural organization engaged in in the Diverse Dialogue series. BSOS DSAC would advertise the program, offer a room and bring members to the dialogue series.
- ***FLOW: For Love of Water***: Screened the documentary on March 22nd to raise awareness about issues relating to water such as pollution and scarcity.
- ***Economics BA/BS Major Tracks Graphic***: In the Spring of 2016, the Economics Department launched their new Bachelor of Arts and Bachelor of Science major tracks. Currently, the only information available to students regarding the new tracks is on the department's website. DSAC proposed creating a graphic that would summarize the new tracks and be a visual aid to prospective students who are interested in pursuing economics at Maryland.

- ***Revival and Establishment of the Ronald E. McNair Pre-McNair Scholars program:*** Overseen by Dr. Jerry L. Lewis and in collaboration with BSOS Assistant Dean Kim Nickerson, McNair has been an important program on our campus. DSAC proposed to revitalize it with leadership and support from the BSOS College. This project has not yet been implemented but the foundational conversations were valuable.
- ***“Brown Bag” Ice Cream Socials:*** Proposed an event featuring two graduate students who will discuss both their paths to being enrolled at the graduate level, research interests, and their pursuits post-doc positions.
- ***Truth and Solutions Baltimore Open Forum:*** With support from Dean Katherine Russell and the College of Behavioral and Social Science, 30 students from Baltimore city schools were invited to campus to discuss the implications of the Baltimore Uprising. This led to a series of events in spring 2016 on campus spearheaded by a DSAC member, in collaboration with the Black Male Initiative (BMI) on campus.
- ***ENSP Blog:*** A DSAC member noticed that ENSP did not have a blog of its own, like BSOS. He worked with the ENSP Advisor to create one. Now, the ENSP blog is live and news on advising, internships, etc. is constantly being posted there for students to view and search without having to go back through emails.
- ***Marketing Plan:*** The Dean’s Student Advisory Council had no set marketing procedures prior to this year. While we drew a fair amount of people to all of our events, there were no established policies to ensure attendance. We only marketed how we *felt* was right. The marketing plan that DSAC created, drawing from lessons taught by experts on campus as well as marketing leaders for other student groups, created guidelines for each type of event. The Council will follow these guidelines for all events to optimize attendance and foster community through enhanced communications. A copy of this marketing plan can be found in Appendix 2.

#### In Progress/Proposed

- ***DSAC Representative Portfolios:*** Proposal that council members create portfolios to organize the work that each representative completes in a clear and accessible way so that

each representative that follows can use past work to inform new projects and decisions. This will provide new representatives with a chance to understand work that has been done in the past and see what work still needs to be done. Additionally, having these portfolios will create a stronger connection between each department and DSAC even after representative leave the council.

- ***Government and Politics Advising Proposal:*** In the fall semester, a collaboration with Government and Politics advising was proposed to help clarify graduate school requirements in the typical fields of Government and Politics students. This proposal aimed to close the gap between the courses that students normally take throughout the Government and Politics program and the courses that are normally required for graduate schools, such as calculus, economics and advanced foreign language. Closing the gap between what students currently take throughout undergraduate and what students must have taken for admissions to graduate school will help to better prepare students for admission to competitive graduate programs. Talks are currently in progress with the Government and Politics advising office to highlight these course suggestions on the Government and Politics undergraduate advising website and in new student orientation programs for the major.
- ***CCJS Policy Change Proposal:*** The goal of this proposal is to enact a College wide policy change, starting with the Department of Criminology and Criminal Justice, that will hopefully help mitigate the frustration that students face when registering for classes and are placed on a waitlist semester-after-semester, especially underclassmen. This policy change will allow students who are a declared CCJS major to have priority over non-majors when registering for CCJS classes or there will be a section(s) of each class that are only open to CCJS majors to register for and anyone else who tries to register for that class will be placed on hold file. This was a great idea and we hope that future council members will implement it in the future.
- ***BSOS International Week:*** A DSAC member proposed a week dedicated to recognize diversity in the BSOS community and celebrating globalism. Each day would be shared by 2 departments and have a common theme. Below is the sample schedule. This week

will also celebrate BSOS students success, recognize students and professors for their contributions, increase the engagement between student with the college as a whole.

- BSOS International Spotlight Day – Monday, shared by Geographical Science and Joint Program in Survey Methodology
  - Cultural Celebration Day – Tuesday – Anthropology and AASD
  - Justice Day – Wednesday – CCJS and MLAW
  - Global Leadership Day – Thursday – Government and Economics
  - International Experience day – Friday – Sociology and Psychology
- **Big 10 Collaboration:** The goal the Big 10 Collaboration Proposal is to create an online space for all groups similar to the BSOS Dean’s Student Advisory Council at the University of Maryland where they can collaborate. This project also includes the creation of an Ad-hoc committee to investigate the groups that function like DSAC at other Big 10 universities in order to determine which groups are best to contact regarding such a space. This project is needed because student leaders within individual colleges at Big 10 institutions have no way to work together, and collaboration leads to improvement on all fronts.
  - **Transfer Student Resources page:** Last semester, DSAC, in collaboration with Graduate Assistant Couriel Brown, held a Transfer Student Focus Group luncheon to gather student feedback regarding the BSOS transfer student experience. In August 2015, DSAC, with the help of Brown, drafted and launched a Transfer Student Resources page on the BSOS blog. The main points of the blog were derived using the feedback that had been collected at the luncheon. DSAC hopes that the page will help transfer students navigate our community upon joining both the college and university. Click [here](#) to view the page
  - **BSOS Fact Cards:** DSAC has proposed creating BSOS fact cards. These playing card-sized fact cards would be used to communicate the many opportunities and programs within the college to prospective students and their families. Each department would have a set of three to five cards that would state important facts about what they offer/what makes the department special – facts that get lost in translation during visitor

days or while students are trying to decide which major to pursue while visiting Letters and Sciences. If created, the fact cards would be used as a tool at events like Maryland visitor/prospective students days, Maryland Day, the First Look Fair – anywhere BSOS is tabling.

- ***Research for Terps:*** Given the nebulous state of undergraduate research opportunities scattered throughout the web, I wanted to create a central hub that collected all opportunities and allowed students to apply to opportunities that interested them in a matter of seconds. As such, my aim was to add a “research opportunities” tab to the University Career Center’s “Careers for Terps” (C4T) program. While this did not pan out due to a third party operating C4T, I hope someone takes on this goal next semester and works with the Maryland Center for Undergraduate Research in fixing their website. Even though the proposal remained incomplete, it still raised awareness for the issue of connecting students and faculty with undergraduate research opportunities. This caused the University Career Center to reevaluate their role as one of those central campus connectors of information.

*Appendix 1: DSAC Members, Academic Year 2015-2016*

More information about DSAC and biographies of members can be found on the BSOS

Undergraduate Blog at:

<http://bsosundergrad.blogspot.com/p/deans-student-advisory-council-dsac.html>

Committee Member	Major	Constituency
Jhansi Katakam	PSYC & Neurobiology/Physiology	Chair, At-large
Washiq Ahmed	ECON and GVPT	At-large
William Ladipo	ECON	ECON
Jessie Latter	CCJS and GVPT	CCJS
Kiese Hansen	ECON	ECON
Rhys Hall	SOCY	SOCY
Sarah Meirama	PSYC	PSYC
Nyasha Mandima	ENSP	ENSP
Vanessa Jarnes	GVPT	GVPT
Shahrazad Hired	GVPT	At-large
Natalia White	HESP	HESP
Rick Tagne	AASD	AASD
Emily Masucci	ANTH	ANTH
Tyrone Tongo	ECON	At-large

Julie Knorr	HESP	At-large
Adwoa Boateng	ECON	At-large
Samara Cohen	GVPT	GVPT
Irvin McCullough	ECON and GVPT	At-large

*Appendix 2: DSAC Marketing Plan (2015-16)*

BSOS Dean's Student Advisory Council

**Online Marketing Strategy and Guidelines**

Commissioned by the Ad Hoc Committee on Marketing

Written by Irvin McCullough

*These marketing guidelines serve as a fundamental policy tool to ensure optimal attendance at all DSAC student events. I composed these guidelines using advice from other student leaders (particularly the “head of marketing” from two student organizations and members of the Honors Student Advisory Council and other LEP Advisory Councils) and a “marketing to students” seminar for student organization leaders. It is a living document—receptive to constant evaluation and change.*

**Types of Events**

**Small Events (non-repetitive):**

Events such as “Coffee and Doughnuts” for BSOS students during finals week would be classified as a small event. It is non-repetitive in that it is an infrequent event—we do not budget for these types of events more than once or twice a semester. At non-repetitive events, we expect attendance to be higher. No matter how much we'd like to, we don't want to eat all of those doughnuts ourselves. For a non-repetitive event that may be a lecture, we expend a fair amount of resources on that event and want that event to have a high attendance, as it is unlikely to happen again.

**Small Events (repetitive):**

Events such as “Brown Bags” hosted by the Academic Committee would be classified as small events. It is repetitive in that these occur frequently—we have multiple brown bag lunches every semester. At repetitive events, we are comfortable with a lower attendance. We do not need hundreds of people eating a brown bag lunch with a professor and the Academic Chair—that'd

eliminate the “tight-knit”, community vibe we’re establishing. While we would still like to reach as many people as possible, we want people who will actively participate in the conversation as opposed to warm bodies filling the seats.

### **Large Events:**

There is one event I am comfortable classifying as a “large event”, and that is the Student/Faculty Dinner. A large event happens once a year, demands heavy resources, and requires a significant amount of planning. Given our budget for the Student/Faculty Dinner and that the focus of our Programming Committee in the fall is almost exclusively directed to the Student/Faculty Dinner, this is a large event. At large events, we are expected to reach a certain level of attendance as required by our budget. We budget for plates and don’t want leftover food.

## **Marketing Strategies for Events**

### **Small Events (non-repetitive):**

When we host a small, non-repetitive event, the following are our guidelines:

1. The Council will set a target attendance, adjusting the budget to meet that level. As this is a non-repetitive event, we may want to set this target attendance larger than usual—we want to reach out to a large amount of people, and introduce them to DSAC.
2. The Council will identify affiliate groups and reach out to them, inviting them to participate in or raise awareness for the event. If there are affiliate groups, they may also market the event to their constituency. It is the responsibility of the host to mention their event to the Council, so that the Council may suggest affiliate groups.
3. The Vice Chair of Programming will update the BSOS DSAC’s Facebook page with the information regarding the event. This will occur roughly one week before the event. Each DSAC member is required to “like” and “share” the post on Facebook. (Additionally, the Council may post the same message to affiliate groups (e.g. if the event is Economics related, they will post in the “Economics” group on Facebook for UMD Economics majors).)

4. The Vice Chair of Programming will email the owner of the BSOS listserv, asking for the information to be spread in the weekly newsletter. This will occur roughly one to two weeks before the event.
5. If the event is a lecture or something related to academics, the Vice Chair of Programming will email the owner of the Honors College listserv. This will occur roughly one week before the event.
6. The Vice Chair of Programming will email the owner of the BSOS Twitter, asking for the information to be spread online. This will occur roughly one to two weeks before the event.
7. The Vice Chair of Programming will update the BSOS DSAC's Facebook page with a reminder of the event. This will occur the night before or the morning of the event. If it is the night before, the message should be set to go live between 6:00pm and 8:00pm. If it is the morning of, ample time should be given to allow students to plan their day for the event. Each DSAC member will like and share this post.
8. The Vice Chair of Programming will post on the most popular social media apps about the event. As of today's writing, the Vice Chair would post to the UMD Snapchat story once the event has begun and to Yik Yak slightly before the event.

Marketing points to keep in mind with regard to small, non-repetitive events:

- DSAC Marketing Materials should be on display at most of these events, particularly displaying our "QR" code (which is attached to the end of this document). The QR code advertises our Facebook page. There should be no confusion as to who is hosting the event.
- The most important aspect of a small, non-repetitive event is usually to increase name-recognition. We want to get our name out there, even if we're not making any special connection with each student as an individual. When we hand out merchandise (including food), we should ask the students to visit and like our Facebook account. The manner with which we ask students to do this is important. We must emphasize that it is in the student's best interest to like us on Facebook (e.g. "If you want more free doughnuts like these ones, go like our Facebook page so you know when we're doing it again!").

- The Vice Chair of Programming is encouraged to delegate some responsibilities to other members of the Programming Committee or to other council members asking for more responsibility.
- If, for some reason, we target a lower amount of people for a small, non-repetitive event, then step 8 may not be necessary. However, the Vice Chair of Programming will have the final say in all marketing decisions, and will advise the Chair on how to market DSAC activities.
- A lot of changes may happen at the event that make marketing both difficult and unpredictable. Never worry if we miss a target. Reevaluate and find out how we can do better for the next event.

### **Small Events (repetitive):**

When we host a small, repetitive event, the following are our guidelines:

1. The Council will set a target attendance, adjusting the budget to meet that level. As this is a repetitive event, we are comfortable with a lower target attendance. Our main priority is emphasizing the quality of the event, as this will reflect well on the Council to all attendees.
2. The Council will identify affiliate groups and reach out to them, gauging their constituents' interest in the event. It is the responsibility of the host to mention their event to the Council, so that the Council may suggest affiliate groups.
3. The Vice Chair of Programming will update the BSOS DSAC's Facebook page with the information regarding the event. This will occur roughly one week to three weeks before the event. Each DSAC member is required to "like" and "share" the post on Facebook. (Additionally, the Council may post the same message to affiliate groups (e.g. if the event is Economics related, they will post in the "Economics" group on Facebook for UMD Economics majors).)
4. The Vice Chair of Programming will email the owner of the BSOS listserv, asking for the information to be spread in the weekly newsletter. This will occur roughly one to two weeks before the event.

5. If the event is a lecture or something related to academics, the Vice Chair of Programming will email the owner of the Honors College listserv, asking for the information to be spread in the daily newsletter. This will occur roughly one week before the event.
6. The Vice Chair of Programming will email the owner of the BSOS Twitter, asking for the information to be spread online. This will occur roughly one to three weeks before the event.
7. The Vice Chair of Programming will update the BSOS DSAC's Facebook page with a reminder of the event. This will occur the night before the event, between 6:00pm and 8:00pm. Each DSAC member should like and share this post.

Marketing points to keep in mind with regard to small, repetitive events:

- DSAC Marketing Materials should be on display at most of these events. The QR code is optional. There should be enough material so that there is no confusion as to the fact that DSAC is hosting the event, and all attendees should know what DSAC does is by the end of the event. This may be accomplished by a short, two-minute pitch prepared by the host of the event.
- The most important aspect of a small, repetitive event is getting people who are most interested in the topic to attend. We do not want warm bodies. We want to emphasize that DSAC is connecting an individual with a cause they hold dear. From a marketing perspective, these events are to bring loyal consumers, not name recognition.
- The Vice Chair of Programming may delegate the all responsibility to the host Committee. As such, the Vice Chair of Programming may insist the Vice Chair of Academics handle all marketing for Brown Bag lunches, or things of that nature.

### **Large Events:**

When we host a small, non-repetitive event, the following are our guidelines:

1. The Programming Committee will set a target attendance, complying with the budgets presented to them by the varying catering companies, which they will present to the Council. The Council will then make recommendations and help decide on a target audience.
2. The Council will identify as many affiliate groups as possible and reach out to them, asking them to invite all of their interested members and constituents. The Council should suggest

different affiliate groups that may be interested in attending the event. Groups that govern departments within BSOS (e.g. the SGA for CCJS) should be informed of the event. This should happen roughly a month in advance.

3. The Vice Chair of Programming will update the BSOS DSAC's Facebook page with the information regarding the event. Additionally, they will create a calendar event for the event. This will occur roughly one week before the event. Each DSAC member is required to "like" and "share" the post on Facebook. Each DSAC member will invite all BSOS friends to the calendar event. The Vice Chair of Programming may also post about the event on affiliated Facebook groups (Economics, Government and Politics, Criminal Justice, etc.).
4. The Vice Chair of Programming will email the owner of the BSOS listserv, asking for the information to be spread in the weekly newsletter. This will occur three weeks before the event.
5. The Vice Chair of Programming will email the owner of the Honors College listserv. This will occur two weeks before the event.
6. The Council will recommend other listserv's to contact, and the Vice Chair of Programming will email each and every one.
7. The Vice Chair of Programming will email the owner of the BSOS Twitter, asking for the information to be spread online. This will occur roughly two weeks before the event.
8. The Vice Chair of Programming will update the BSOS DSAC's Facebook page with a reminder of the event every week, starting three weeks before the event. Each DSAC member will like and share these posts.
9. The Vice Chair of Programming will evaluate the RSVP list every week to ensure that we are coming close to target. If we are ever falling short, we will find a new medium to reach out to the BSOS community.

Marketing points to keep in mind with regard to large events:

- The entire Programming Committee is responsible for hosting these events. However, council members can ask for more responsibility.
- It is important to find a way to ensure RSVPs do whatever they can to attend. The current \$25 disincentive system, while appearing harsh, is effective.

- We must use all of our resources in marketing these types of events. The purpose of a large event is to make an impact within the BSOS community, and we can only do that if the community is present. We should message as many listservs and affiliate organizations as possible.