

Reflection Meeting Minutes (10-9-22) (Meeting #19)

- Reflections
 - Sponsor: positives - the fact that we had vendors lined up was going to add a really good element to the 5K, I hope we still have this next semester
 - we were a lot more responsive with our sponsors this semester
 - we saved money, I found a cheaper way to invest in some options without sacrificing looks/quality (we still need to pick up a board)
 - Things to work on: sponsor manager needs to be given more time to complete their tasks (summer is great but no brothers want to help in the summer), the spring allows for people rushing to complete hours to help - maybe have one month of the spring semester before the race to start making calls
 - we didn't have many responses this year, we can expand to other forms of contact (mailers) to try to get more responses from sponsors
 - we can request cases of vending machine products from the Office of Business Services to pass out at the end of the race among other opportunities that were overlooked
 - This position doesn't need a specific assistant, more brother engagement to help spread outreach with sponsor calls
 - Registration: positives - no problems with getting things in the mail on time, a lot of the stuff was taken care of over the summer
 - company pricings that we worked with this semester were good (other than inflation)
 - Things to work on: apply for the SGA grant ASAP for the next race to increase chances of receiving funds, we weren't able to receive funding because of the way getting approval lined up with the shirt ordering schedule (SGA would need to be on the shirt)
 - This position is manageable if tasks are spread out and manager does not procrastinate, nothing was incredibly hard
 - the process of getting things done can't be ignored
 - it's very manageable to get everything done over the summer
 - there should be more communication via email when making big and important announcements instead of relying on social media and updating the website - something to look into is an (optional) instant messaging system that we can use to give immediate and pertinent announcements ("rain delay", "check your email"), text alerts or something that people can see right away, this will also prevent people from complaining since we gave them the option to receive these or not

- PR: positives - starting in the summer to get all the ideas and creative juices flowing was a really good idea, really allowed for a seamless creation of the hype video specifically which went a lot smoother than expected
 - we did a good job with boosting engagement on socials with story posts and collaborating with the fsuchiefs account on Instagram (see the NOLA set post)
 - Things to work on: knowing which people to reach out to (FSU running clubs, other chapters, local community organizations, local news stations) earlier in advance will allow for more time for engagement
 - the two PR managers could be more involved with each other if there are two again in the future
 - should have been more proactive with making posters and getting them posted around campus
 - Lots of good ideas can be implemented effectively if we think of them and plan them out early in the summer
 - I didn't do much with outreach. Keeping two PR managers could be beneficial, one PR manager could work also depending on who takes the position of what suits them best
 - The split worked this year because one was designated for social media and one was designated for outreach (of which both individuals worked really well for); without clarity on who does what, things can get convoluted and difficult very easily
- co-PR: positives - starting early in the summer allowed for plenty of time to plan things, I felt like I had the time and the space and the freedom to try new things
 - the Market Wednesday table idea was really good and should definitely be used in the future pending potential hurricane closures
 - Things to work on: since there were two of us, some weeks were slow and some weeks had a lot at once, a solid structure would be nicer
 - we could pass down a more directed approach to the split PR position if it is deemed appropriate
 - This position could have been one person, it's good that the other PR manager and I were able to focus on the "opposite" ends of this position with our respective focuses on social media and outreach; allowed us to focus more on our strengths, allowed for the quality to possibly improve
 - more initiative and better planning allows for more completion
 - we were both very good with communication as a creative team, which included brainstorming and sharing collaborative ideas
 - It would've been nice to have shadowed the previous manager myself before taking on this position

- it's nice to have prior experience, especially with photoshop and working with social media to prevent unnecessary floundering after being flung into a 5K committee position
- Volunteer: positives - the sign-up sheet went really well, it was easy to transfer info from the google form to the google sheet
 - Things to work on: communication could have gone a little better with chiefs - messages could have been clearer
 - there must be a better way of communicating the discount codes to current chiefs
 - we should have a more immediate due date for the google form for chiefs
 - including the registration link in the google form is a good idea for the future for the sake of clarity on filling out the google form AND registering for the 5K
 - we could also have responses emailed back to individuals so they know what they signed up for
 - we should have a more streamlined form of communication with Dr. Plack on a platform of his choosing
 - Be sure to have set deadlines for these new ideas in order to make the process more clear for the future
 - Volunteer manager should organize sending out a list of chiefs who haven't paid to register for the 5K to solve confusion over choosing to race AND registering for the 5K as an additional layer of security
 - Pre-race day, this position doesn't need any additional help, the only option to consider would be to have an assistant solely focused on communication purposes so the main volunteer manager can focus more on the organizational side of things
- Assistant Members: to preface, this position was implemented to make up for the expected lack of brotherhood participation, another feature of this position was to allow for a built in shadowing period in which new brothers could get a feel for how the 5K committee works to help prepare for an encouraged future term on the 5K committee, we didn't give this position too many tasks other than helping out as needed otherwise you would have basically had a full managerial position on the committee
 - Reflection: the fact that we didn't get too many tasks makes sense now considering that I felt like I wasn't doing anything at times when I could've been helping more
 - I would have rather been given more specific tasks on what to do
 - I only felt useful when we were packing stuff and giving things out

- If we actually got to have the race, this role would have been extremely involved on race day
 - It might not be beneficial to have more assistant members on the 5K committee in the future. More assistant members could mean “more people to do their work” to the brotherhood, which could discourage brothers from feeling the need to help at all
 - We could acknowledge to the brotherhood that the committee meetings are open to all brothers if they want to know more about what’s happening
 - Race Director: meeting every week over the summer was a lot, but since the check-ins were weekly it gave everyone incentive to stay on top of their tasks
 - We could potentially have these on a weekday next summer
 - Made a huge calendar, everything is color coded
 - making a separate calendar for each position could be beneficial to make tasks clear for each position
 - having each position do this themselves is a good way to introduce tasks as well
 - The tasks google spreadsheets helped introduce deadlines
- Spring 2023 5K discussion
 - new race date, can be any weekend in the spring, potentially in mid-late February to provide incentive for sem points pending the approval of Dr. Plack (reference the sem sound calendar to avoid conflicts for this please)
 - not in the same weekend as the spring game due to spring prism
 - If we decide on Saturday March 4th, Dr. Plack and some members of Sem Sound will be unable to attend due to March Madness basketball tournament that weekend
 - Tentative Spring 2023 race date: Saturday 2/19/23
 - President’s Day Weekend - people could be more likely to travel for this 3-day weekend
 - Cool but not freezing
 - Volunteers may be hard to come by if we aren’t allowed to require this event for Chiefs
 - Sem sound incentive
 - Leadership auditions could be used to peak interest in volunteering, could allow those interested in drum major to have some experience in conducting
 - Garnet and Gold Scholar volunteer hours option
 - We will “train” new managers to shadow in the spring in preparation for the Fall 2023 5K,

- Committee members who aren't graduating will remain on the committee until we complete the Spring 2023 5K
 - Graduating committee members who want to keep helping are much appreciated
 - All contacts (vendors, sponsors, etc.) who were to appear in person will receive an email on when to show up for the postponed date
 - New scheduling tasks to complete:
 - fill out a new event form to gain approval from the university
 - Complete a new Nole Central form
 - get race insurance again for the event
 - open registration and advertising again
 - gain approval from FSUPD again
 - Keep registration open through the spring semester
 - 5K Flash sale for Christmas
 - PR will see if FSView can write an article on the Spring 2023 5K before it happens
 - Plan on having a couple meetings for the rest of the semester for occasional updates and tasks for the Spring 2023 5K, not as frequently as they have been
 - Communications between chiefs and brothers needs to be as clear as possible
 - Make sure we're hyping up the race in a positive light - if we keep saying "it's required", the connotation of the race will be seen as just another thing that we're obligated to do without being able to appreciate the benefits and opportunities afforded to us by holding this event
 - We want to make it fun - i.e. Dr. Plack saying "We're prepping you for the 5K!" as we run to our spots
- 2022 5K business
 - We need to sort out the check issue with TOC
 - We will pass out the remaining chiefs' race packs to each section by hand at rehearsal this week
 - Virtual packing session TBA
 - T.O.N.E.s are getting their donuts at the Clemson game (10/15); Alexea has a coupon to order 3 dozen donuts (variety) for 31 T.O.N.E.s