Date: 10/23/18  
Present:  
Absent:  

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DISCUSSION</th>
<th>FOLLOW-UP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Re-Cap</td>
<td>Emily briefly discussed where the committee is regarding the Halloween Letter and the “Campus Ecology” project.</td>
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| New Business  | The committee reviewed and discussed the Halloween letter that is to be distributed on 10/25/2018. There was discussion around the use of “Drink Responsibly” verbiage. It was pointed out that this language implies everyone drinks, but that's not necessarily true. The committee decided that it was not applicable to non-drinkers, but for students who do choose to drink to do so in a responsible way. A discussion occurred around the letter’s priority. Was there any subliminal messaging? What will students remember about the letter in a serious moment? What is the target audience?  
A conversation occurred regarding the email’s analytics and what metrics the committee wants to measure resulting in the following:  
  - Open click rate  
  - Tracking clicks to links on “pacing yourself tips” and the “Good Samaritan Statement”  
The committee reviewed the “Campus Ecology” project which relates to on or off-campus photos taken by committee members related to alcohol or drug use. Members shared the following examples:  
  - UConn Late Night Event – “DYO (Design Your Own) Moonshine Bottle  
    - Could have used ‘mason jar’  
  - Official Athletics Photo: #UConnTailgate  
    - Students in the photo are surrounded by empty beer cans on the ground, several are holding beer cans  
    - Shows that tailgating is more about drinking and less about school spirit  
  - Bartending with a twist  
    - An advertisement placed in several areas around campus depicting a UConn sponsored bartending course  
    - Teaching students how to make drinks for a career field  
  - Alcohol glass wear with UConn logo and UConn department names as free giveaways |           |
| Next Meeting Date | 11/27/18                                                                                                                                          |           |