Date: 1/22/19  
**Present:** Aimee Cash, Krishna Channa, Benjamin Christensen, Deb Hubbell, Drew Kelkres, Rachael Levy, Michelle Tirabassi, Suzanne Onorato, Cassie Setzler, Tara Watrous  
**Absent:** Dustin Brentlinger, Kristen Carr, Artemis Damble, Ashley Hudd-Trotter, Lori Masters, Emily Pagano

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DISCUSSION</th>
<th>FOLLOW-UP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Re-Cap</td>
<td>Suzanne spoke briefly regarding a recent NASPA Conference she attended in Washington and related topics for this committee. The committee reviewed slides and printouts from the AOD 6 Month update meeting. Analytics regarding feedback and click-through rates were reviewed.</td>
<td></td>
</tr>
<tr>
<td>Save the Date: 2019 AOD Call to Action Conference</td>
<td>The committee reviewed a Save the Date flyer regarding the 2019 AOD Call to Action Conference with keynote speaker Tom Workman, Ph.D., Principal Researcher for American Institutes for Research. Suzanne spoke on the Undergraduate Student Government’s interest in AOD education and framework, and their involvement with the JED Campus Program. JED distributes and completes campus wide surveys and then works with the campus to perform a needs assessment. Following this, they work with stakeholders to complete an action plan and a four year follow-up. Suzanne and Betsy Cracco are working with senior leadership regarding this potential and what role JED would play in the AOD Call to Action Coalition. She posed the question: does it make sense to have the JED Program and mental health issues be a pillar along with the AOD Coalition as a pillar and then having both report up to a Wellness Coalition committee?</td>
<td>Ben to look at other events happening on campus during the same day.</td>
</tr>
<tr>
<td>Review Student Case Conference Marketing</td>
<td>Tara gave a brief overview of discussions and planning thus far for the Wellness Case Competition. She discussed the timetable and how the winners are selected. Suzanne stated that the coalition will work to implement the winning idea if possible.</td>
<td></td>
</tr>
</tbody>
</table>
Tara discussed two waves of marketing, the first targeting students to engage in the competition with overarching statistics regarding the issue.

- **February 25th through March 11th** – the idea generation page will be open
- **March 13th** – Team kickoff
- **March 15th** – Teams must confirm members; case is distributed
- **March 29th** – All day case competition; top three teams selected
- **April 5th** – Top three teams present at the AOD Conference

A discussion occurred regarding graduate students and undergraduate students, as well as students that represent a department versus those that do not.

A discussion occurred regarding directly speaking and distributing materials to students. Cassie mentioned a Saturday late night event in the beginning of March that could be a possibly entry point. The committee discussed the different stages of the competition and implications to timeframes. Cassie mentioned an iPad could be available at the event for student teams to sign-up.

Tara suggested potentially registering a booth or table at the student union and distributing food as an engagement tool. She mentioned a brand ambassador idea where a video is shared, and the group who shares the most will get funding for food or something of that nature. Class announcements were discussed as well.

### Spring Multimedia AOD Campaign Discussion

The committee discussed a potential spring messaging campaign. People discussed what the target of this campaign should be: spring weekend, end of the year, over the summer, etc. The group discussed brief, targeted messages versus a longer email-styled message.

It was recommended that AOD content be mixed in with external content as students are less engaged with AOD content. The committee discussed potentially doing a campaign across Snapchat. They also discussed a scavenger hunt where students are given a wellness riddle that brings them to a location where they get an AOD tip.

The committee concluded that a spring weekend event would work well for the target day.

### New Business

None

### Next Meeting Date

2/26/19