

Mills Signing Day: Raise the Roof Planning Team

4.15.2019, 4-5pm ~ Crummer 307

Attendees: Sam Stark, Luke Woodling, Karen Goodrum, Tracy Sparby, Meredith Wellmeier, Sofia Macias, Anne Meehan

Agenda:

1. Mills Signing Day ~ May 1, 1:30 – 3:00pm, Rice Family Event Center (Mary Jean Plaza)

- a. Goals for campus-wide event – Be a part of history, build momentum, sign a roof tile, enjoy fanfare and food, take pictures to capture celebration
- b. Timeline update – CO now mid-October so no grand opening during family weekend; will need to plan spring/Founder's Day celebration
- c. Coordinating signing event with All-Faculty Meeting (out between 1:15-1:45pm) and Trust Transformation Experience (out about 1:15pm); students invited (reading day)
- d. Attendees – Expect 2-250 (students, faculty, staff, administrators, and EYP)

2. Support Needed – All Hands on Deck

- a. Event needs/Support (CLCE student volunteers, Advancement, Marketing, WPRK, Sodexo)
 - i. Set-up – 12:30-1:30pm
 - ii. Event support – 1:30-3pm
 - iii. Take down – 3-3:30pm

3. Food/Fanfare

- i. Sodexo catering – Sofia/Anne working on fun food: popcorn, cotton-candy, candy apples, cookies, drinks
- ii. Special Chocolates – Sofia looking into Gateway/4 pillars mold or stamped on chocolates; \$3/piece (Marketing shared Gateway pic)
- iii. Balloons – Sofia ordering with “Raise the Roof” letters, create festive mood
- iv. Boards/Mills – Admissions may have or Jen can print up Mills in Motion boards, Anne will get the boards
- v. Music – WPRK to play music on Mary Jean Plaza, Greg and team

4. Pictures/Capture Celebration

- i. Photos – Scott Cook cover event and capture moments to share, 1:45pm or 2pm picture moment with Grant/Peg, EYP, Mills office Directors, Sandspur staff, WPRK staff, students and faculty; Other candid pics throughout event.
- ii. Share photos after event – social media, 360 article, etc...
- iii. Milestone photos – capture for donor/Rollins archives

5. Marketing/Social Media

- i. Invitation - Micki send all-campus email
- ii. Mills Departments - promote through social media outlets
- iii. Marketing team - cover some but more after, focused on Deposit Day promotions
- iv. Sandspur – promote event in article before/after
- v. Faculty – Dr. Ashley Kistler (Micki) will promote; join after Faculty Meeting
- vi. Student Affairs – Mamta/Micki promote after Transformation session
- vii. Drone footage – Marketing support and share footage

6. Tile Signing Experience

- i. Tile delivery/set-up – Micki/Anne coordinate with Scott/Kirk (250 tiles)
- ii. Process/flow – Sofia/Anne get Sharpies, tables, bins and space allocation needed for signing
- iii. Signed Tile placement/storage – Micki/Anne coordinate with Scott/Kirk

7. Other Ideas

- a. Golden Tile – potentially have 1-2 special tiles with golden star or sticker on back; winner could get a week of free parking (Warren lot); naming rights to brick, step or another small space in/around Mills.
- b. Countdown Board – place countdown clock/board on Mills for opening of Mills; do not have a specific date but trying to build momentum