Meeting with Political Science – Kyle Krider

Date: 3/4/13

Notes:

**Vision**

Kyle Krider, Chair, is eager to change content on site and was open and receptive to ideas about featuring program benefits in a way that would reach the target audience, 19-20 year old students. He also was receptive to combining department blogs, multiple Facebook pages and having students involved in administrative social networking tasks. He seemed excited about unifying his two main programs in a social networking arena where the two groups could learn from and inspire each other. He would like to feature law schools, internships and jobs that his students have moved on to. Kyle has identified 3 current students that will participate in a video.

**Visuals**

* Video - Student or alumni testimonial
* Logos of law schools that students go on to
* Slideshow of current photoshoot, minus any with Kyle

Problems - His Facebook spaces are groups rather than public pages. Some Professors may not buy in to the unified department blog. All content would need to be rewritten, focusing on benefits and appealing to a 19 or 20-year-old target market. External resource links to need to be identified.

Challenges - Waiting for photography to be released from a recent marketing photo shoot (time management with multiple different offices and departments). I have agreed to create a student or alumni video and a few page graphics. Managing this in the timeline may be a challenge. Two of the three students responded to schedule video shoots. It will be a challenge to coordinate his identified students and depend on them to write and practice the delivery relevant script.

**My Creation Agreement**

I have agreed to do 2 video shoots with political science students on different dates. I will edit and produce the video for Kyle. I will also create a proposed page mock, graphcs and new site copy will be written.