

## Stuart Bone

Subject:

Orientation Meeting Notes 7.16.13

Update vs. Prod. video?

focus on

1. Overhaul or update video?
  - a. Is it made for the audience in mind? Should it be more universal?
  - b. Should there be more of a focus on students relaying how staff support them and the school in the overall mission?
  - c. Dean's welcome could kick off the video.
  - d. Focus on what we should be doing, what does a new employee get out of it?
  - e. Connect departments in video, show the departments?
  - f. Advance the mission of the school, say they work at mcombs, not at UT. What is distinct about mcombs mission & school as opposed to UT. What makes you feel like a mcombs employee before a UT employee?
    - i. How does the UT brand apply to mcombs? Should the video be a branding statement for staff? Infomercial?
    - ii. Prestige & pride of being a mcombs employee w/ stats (#1 acct, program)
    - iii. Keith – testimonials? Quotes that fade in/out as transitions between segments of video that highlight the various departments.
    - iv. Too much autonomy between departments.
  - g. Employees could present prospectives on mcombs & their role.
  - h. Connect staff to graduation? How do staff help students progress through the programs?
  - i. Should it be faculty contributions to student success/completion as well in order for them to use it for faculty orientation?
  - j. Life of a student, walk through departments to show how staff contributes to their process? Could be shot from a student prospective?
  - k. Would students be the ones to execute the video as a project? For class, as an MBA+ project? Is it RTF students? Is it McCombs Marketing students? Is there \$\$\$ for this, budget?
2. Powerpoint & presentation
  - a. Should it be scripted in order to cut down on time and stay focused?
  - b. How did we become named "McCombs"? Should we throw in some anecdotal stories?
  - c. You know you work for McCombs when, you know about the weird floors, etc,
  - d. IT orientation piece added? Online resources, Linda.com, intranet, hallway monitors...
  - e. Include a map of local eateries...
  - f. Powerpoint could include abbreviation game? Bingo?
  - g. Should Development could talk about how the building got its name?
  - h. Icebreaker activity? 2 lies & a truth game? Make it a swag gift? Centered around a traditional team building exercise?

Student's perspective?