

# UtahFutures Advisory Board Meeting

Agenda June 21, 2018

Time	Activity	Responsible
3:00 – 3:10	Welcome & introductions	Kim
3:10 – 3:20	Reports: <ul style="list-style-type: none"><li>• Website status report</li></ul>	Max
3:20 – 3:30	Convo Cards App	Max
3:30 – 3:40	Scholarships Update	Steve
3:40 – 3:50	Sponsorship process and feedback	Laura
3:50 – 4:00	Launch My Career tool	Laura
4:00 – 4:20	Draft agenda for steering committee	Laura
4:20 – 4:30	Round Table	All

## Notes From Meeting:

- Plans for next Fiscal Year (tech, outreach) – See below
- UtahFutures migration from DTS to UEN saving time and money
- Discussion and feedback on UtahFutures promotional plans (included increased partnership with StepUp and Fafsa nights; increased partnership with libraries)
- Discussion and feedback on sponsorship; any feedback is appreciated
- Launch my career tool still in progress

## **UtahFutures High Level Outreach Schedule:**

### **Ongoing:**

- Various AmGrad events (Round tables, etc)
- Various STEM Action Center Events
- Various USTC (UTECH) events
- Various partner events

### **Quarter 1:**

- Roadtrip Nation
- Native American Summit
- UpWard Bound Summer Camp
- StepUp Counselor Conference

### **Quarter 2:**

- Various College Application Month Events
- STEM Fest
- Afterschool Network Conference

### **Quarter 3:**

- CTE Conference
- UCET Conference

### **Quarter 4:**

- LIA Conferences
- Various high school career and college decision events

## **UtahFutures - Website Development Schedule**

Quarter 1: Vendor and partner integrations

- KTS SSO
- CIS API Integration
- EBSCO Revamp
- Reality Check App updates

Quarter 2: Phase 3

- ROI Tool Integration
- Reporting tool updates
- Explore Careers updates

Quarter 3: Internal Code Updates

- Updating UtahFutures back end code
- Quick-wins and updates needed before legislative session

#### Quarter 4: UtahFutures Revisited

- Reassessing UtahFutures and what needs to be improved
- Making changes based on legislative session

#### Ongoing:

- Security analysis and improvements
- Bug fixes
- Quick fixes

#### **UtahFutures – High Level Communication Plan**

##### Current Communication Outlets:

Newsletter

Twitter

##### Upcoming Tasks:

Facebook Revamp

Youtube Revamp (In Partnership with AmGrad)

Increase Twitter Subscribers

Increase Newsletter Subscribers

##### Upcoming Campaigns:

OnGoing: AmGrad

OnGoing: StepUp Communication Support

OnGoing: Tool of the Month

Ongoing: UtahFutures Update

June - July: UtahFutures Hour

July-August: Conversation Cards

Aug-Sept: Explore Careers (Sokanu Push)

September: Report Revisited

October-November: College Application Month (including ROI)

Jan-March: Stories of Impact

Jan-March: Endorsement Push