# UtahFutures Advisory Board Meeting

**Agenda June 21, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Responsible</th>
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<tbody>
<tr>
<td>3:00 – 3:10</td>
<td>Welcome &amp; introductions</td>
<td>Kim</td>
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<tr>
<td>3:10 – 3:20</td>
<td>Reports:</td>
<td>Max</td>
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<td>• Website status report</td>
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<td>3:20 – 3:30</td>
<td>Convo Cards App</td>
<td>Max</td>
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<td>3:30 – 3:40</td>
<td>Scholarships Update</td>
<td>Steve</td>
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<tr>
<td>3:40 – 3:50</td>
<td>Scholarships Update</td>
<td>Steve</td>
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<td>3:50 – 4:00</td>
<td>Sponsorship process and feedback</td>
<td>Laura</td>
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<td>4:00 – 4:20</td>
<td>Draft agenda for steering committee</td>
<td>Laura</td>
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<td>4:20 – 4:30</td>
<td>Round Table</td>
<td>All</td>
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**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