

PROJECT SUMMARY:

Implementing a new software for Laker Link, app is called Suitable.

IMPORTANT DEADLINES:

- **JAN 17:** E-Board video shown at Re-Ignite
- **AROUND SPRING BREAK:** the first video for EVERYONE is shared via social/newsletter

BUDGET: \$5,000 (total marketing – design + print + photo)

- 25 hours of design + print materials = \$800
- \$4,200 for video (for reference, the UP video was \$1,800)

VIDEO PLAN:

- E-Board video
- General promo #1- Town Crier
- General promo #2- Dusty Book
- General promo #3- Pigeons
- Final general promo

Project Participants:

	Name:	Email:
Client:	Bri Slager	slagerb@gvsu.edu
MKT Lead	Leah Erben	erbenle@gvsu.edu
MKT PM	Grace Pattyn	social@gvsu.edu
MKT APM	Annie Gerrity	oslmkt@gvsu.edu
MKT APM - Video Scripts	Grace Hasley	dsaedit@gvsu.edu

Audience:	Objectives:
GVSU Students, Registered Student Orgs, Campus Departments.	Get students, faculty, & staff familiar with the new platform.

Any additional information needed
<ul style="list-style-type: none"> • E-Board launch (ONLY) on January 17 • Everyone after Spring Break • Prototype of the app to e-board members after Thanksgiving • Important messaging points - Downloadable app called suitable

Full Project Timeline

Item:	Due Date:	Responsible:	Notes:	Progress:
Badge Ideas		LE, AG, GP	On the new app when students go to an event or on-campus event they receive badges.	DONE
Excitement Video Script for Officers	Before Thanksgiving Break	LE & GH	Video for E-board members to learn how to use the app before general RSO members. Communication tool for officers. Old Informercial	DONE
Excitement Video for Officers	Before Jan 17th (E-Board launch)	LE & Video		DONE
Printed Handouts	Before Winter Campus Life Night	LE & Design?	Introducing the app to students	DONE
General Member Video Script	Early Feb?	LE & GH	Less of a tutorial video, and more of a video on what the app is (fun & interactive) Old-timey communication styles	DONE
General Video	Around spring break	LE & VIDEO	Video for socials, & website? Mentioned that we want to connect with GV socials, is it for this?	DONE

Social Posts	Around spring break	LE & GP	Story or main feed post	DONE
Newsletter	Around spring Break (March 13)	LE & GH	Do we want a tutorial blurb or a blurb introducing it???	DONE

Print / Design Deliverables

Item	Purpose	Status
Printed Handouts: Pluggers	<ul style="list-style-type: none"> Give out at Winter Campus Life Night Have IA's give out when tabling. Give out at Super Secret Clubs. 	In progress ▾
IG Stories	Suitable App Stories	DONE ▾

Meeting Notes / Other docs

- [Launch Meeting October 17th](#)
- [Google Drive with materials to use in the campaign](#)
- [Check-in meetings](#)

Project Checklist

November:

- Schedule a follow-up launch meeting after Bri meets with app people.
- Start brainstorming some badge ideas (innovation meeting)
- Prototype to E board members after Thanksgiving break

-
- ~~Start drafting demo video script for E-Board Members.~~
 - ~~Have Bri submit service requests for print, design & video.~~
 - ~~Film & edit demo video (end of NOV, beginning of DEG)~~

December:

- ~~Film & edit demo video (end of NOV, beginning of DEG)~~

January:

- ~~January 17th launch to just E-Board members~~

February:

- ~~Connect with GVSU social for posts and such~~

March:

- ~~Full launch after spring break (March 2-9)~~