



VP Marketing Mid-Mandate Report

Engineering and Computer Science Association

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Prepared for: ECA Council

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I NEWSLETTER (EVERY MONDAY AROUND NOON)

The newsletter is the VP Marketing's responsibility to communicate with all the engineering and computer science students by sending them weekly updates on what is happening on campus, in life and in the societies. You should use Mailchimp and use the templates to create the design. As of the content, societies, your fellow ECA members or other people will contact you via email to ask you to post news in the newsletter. It is straight forward to use. You should ask the societies and your fellow execs for a maximum number of characters and dimensions of the pictures, this will make your life simpler. I asked for a maximum of 200 words and a width and height of 800px, 600pc respectively. Never forget to double check spelling!

2 WEBSITE (UPDATE WHEN NEEDED)

The website at the moment uses WordPress, which is very straight forward to use. But it is being updated and will be using Facebook to update the content. The technique will be explained when the update is finished.

3 WORK COMPLETED DURING FIRST HALF OF MANDATE

- Career fair booklets
- Ski trip poster
- Halloween party poster/marketing
- Troitsky logo
- Iron Ring Ceremony Tickets
- Ride to Conquer Cancer Posters
- Organized VP Marketing's email
- ECA Sticker Logo
- Updated Competitions website pictures

4 SUGGESTIONS/COMMENTS SO FAR FOR FUTURE VP MARKETING

- Start marketing ski trip before the winter, starting to talk about the ski trip when winter arrives proves too late and students do not know about it in time.
- Double check the email in the newsletter so there is no spelling errors!
- Start making the career faire booklet early so there is no rush at the end.