

Purple Friday Subcommittee End of Year Report

Submitted by Abbie White: 2019-2020 Committee Chair

Members:

Abbie White (voting senator, committee chair)

Emily Earl (Associate Senator)

Nikki Newhouse (Associate Senator)

Sutton Purinton (Associate Senator)

Becca Rosenow (Associate Senator)

The Year in Review and Some General Notes

This year, the main goal of the Purple Friday committee was to have a greater presence on campus. It came to the committee's attention that Purple Friday was not as celebrated across campus as it was in years past. For this reason, Purple Friday started student outreach by tabling each Friday in the fall of 2019. As an end of the year incentive, we held a larger giveaway. For the spring semester, Purple Friday decided to only have one event each month. Due to COVID-19, we only had one tabling event on-campus. Purple Friday took its largest initiative in social media. We posted once a week on all of Student Government's social media platforms, we advertised in every Student Government all-school email, and we had participated in Truman Snapchat Takeovers often. This year, Purple Friday seemed to have a lot more attention and it is our belief that this is due to our efforts in an increased presence.

Projects

Truman Snapchat Takeover

Status: Ongoing

Description: The committee used Snapchat to advertise for events while school was on-campus. Once off-campus, Purple Friday took the initiative to use the Snapchat take-over every Friday. This was used as a method of outreach to a larger pool of students on top of the Student Government's social media. Each Friday had a theme, including social distancing suggestions, online school tips, self-care, and finals studying tips. We also used this as another multimedia platform to advertise other Student Government events, such as voting.

Student Government Spotify Playlist

Status: Ongoing

Description: This is a playlist on Spotify called "Quarantunes". It was created with uplifting and fun songs to help get through the unexpected quarantine. This was shared on social media so that students could follow it and enjoy some happy songs! This playlist also has a goal of use for next year, Purple Friday enjoyed using our speaker at the table, and this would be a great playlist to use.

Events

General Tabling, Summer in December, Palentine's Day

General Tabling

Date: 9/13/2019-12/6/2019

Location: SUB

Description: Purple Friday put on a few general tabling events throughout the year. During these events, the committee passed out candy, interacted with the student body, and shared on social all the purple fun. These tablings were to reach out to the Truman community and connect with them. Students were very excited about the stickers, post-it pads, and sweet treats. We used candy that was purchased at the beginning of the year.

Summer in December

Date: 12/6/2019

Location: SUB

Description: For this event, Purple Friday wanted to do an opposite take of "Christmas in July". This event was meant as something for students to look forward to around finals time and all for the Purple Friday Committee to have a bigger Friday event right before winter break. At this event, the Purple Friday Committee offered free lemonade of three different flavors and rice krispy treats. Students used a QR code to enter the drawing for the giveaway items listed below. Spike also made an appearance dressed in a lei and hula skirt.

- 20 oz Hydroflask, Truman fuzzy socks, Fleece Hat, mirror keychain

Palentine's Day

Date: 2/14/2020

Location: SUB

Description: This event included tabling in the Sub with assorted free cookies and pink raspberry lemonade for students, in addition to the traditional free candy, cups, and stickers available. The front of the table had a Palentine's sign made by the committee. Spike made an appearance with a box of handmade valentine's cards to hand out to students that said things like "Spike loves you," "TRU love lasts forever," and "PURSUE your love." There was also a collection box where students would enter to win the movie ticket vouchers. This giveaway took almost a month to get in the hands of the student.

Stay Golden

Date: N/A

Location: Virtual

Description: For this event, Purple Friday encouraged students to post a picture of themselves and how they are staying positive during quarantine on social media and tag Student Government. A student at random was chosen and sent the giveaway items that were originally purchased for the Stay Golden campus event. This student won a 32 oz Hydroflask, a Truman hat, and a book with motivational quotes.

Resolutions

After discussion, Purple Friday wanted to see a restructure so the committee was considered a Secondary Committee rather than a Subcommittee.

An Omnibus Resolution Amending Committees and Committee Structure in the Constitution and the Standing Rules of the Truman State University Student Government

Discussion: The Rules Revision Ad Hoc Committee worked to edit the standing rules so Purple Friday can be considered a Secondary Committee.

Future Project Suggestions

It is recommended to continue once a month larger tabling events in the future. For Spring 2020, Purple Friday budgeted about \$125 per event. This money was meant for food and giveaway items. Having a budget greatly helped the planning and organizing of events. It is also recommended to continue a substantial social media presence, through weekly posts on Student Government's social media, as well as taking advantage of the Snapchat takeover.

Project Suggestion:

- Thanksgiving and/or Halloween themed Purple Friday
- Purple color run (possibly around Homecoming time)
- Spirit days the week of Homecoming
 - Typically this is done by the Homecoming Committee for people participating in Homecoming! Usually, the Friday of Homecoming has been Purple! Maybe help them advertise.
- Exercise challenges (points, send a picture in, winner gets a prize)
- Get departments more involved in participating in the tradition. Have a competition between departments on who can "out spirit" the others. Give away a fun prize for to the faculty group that wins.
- Have a party on the quad in late spring or early fall - table on the quad with outdoor games and prizes

Notes and Suggestions for Future Committee Chairs

Suggestion:

- Use google drive to track committee meeting minutes and the budget (make your own budget!)
- Delegate tasks to committee members

Notes:

- Contact Richie Hogan for the Snapchat Takeover
- Email the U&I for tabling, Spike, and popcorn machine reservations
 - Typically reserved from 10 am to 3 pm
 - 3 chairs and 1 table
- All food served must come from Sodexo - <https://truman.catertrax.com/>
 - Reserve at least 3 weeks in advance
 - Refer to Abbie's google doc on spending money and buying from Sodexo

- If you want candy, you can go through the Treasurer to purchase from Amazon or Hightower Wholesale in Kirksville. Make sure price check to stick closer to your budget
- Prizes
 - Amazon (refer to the spending money google doc)
 - Bookstore
- We have a Purple Friday Facebook page, ask Laura for access. Abbie did not use it very much this year.
- Google Drive has all of the past files and previously used images

Respectfully Submitted,
Abbie White

