

SSA Student Housing Authority Meeting Agenda

5:00 PM | April 8th, 2021 | Virtual - Microsoft Teams

- I. Call to Order at 5:03 PM
- II. Roll Call (Type who is here)
 - Chris Johnson
 - Harri Bien-Aime
 - Claire Kessler
 - Cody Gentz
 - Jennifer Lee
 - Grace Stolen
 - Katie Lawler
- III. Approval of the Agenda- Moved by Director Stolen Seconded by Director Bien-Aime; Agenda Approved as Is
- IV. Approval of the Minutes (two meetings minutes due to chair error)
 - March 26th Minutes- Moved By Director Stolen, Seconded by Voting Member Kessler; Minutes from March 26th Approved
 - April 2nd Minutes- Moved By Director Stolen, Seconded by Voting Member Kessler; Minutes from April 2nd Approved
- V. Discussion
 - a. Marketing Plan and Strategy – Review blurb for Landlords, work on blurb for Students- 30 minute time limit for discussion

Blurb for Landlords we will go with:

The Stout Student Association (SSA) is launching a new website where you can list your properties and advertise directly to students. SSA will support the site and market it to students living on and off-campus. Our website is integrated with Student accounts, making it easier to reach your target market. Start fostering strong relationships with students for a very low cost by submitting your listings when the site launches on ____(launch date)___!

Learn more and get started! <--[Link to site w/contact info]

Worked on reading off the student blurbs that we had gone and worked on

Be careful of overpromising when you are trying to advertise out to the student population

Student Blurbs we came up with:

#1 Find off-campus rentals available in Menomonie through __ (name of website) ____! The new website launching on _____ is supported by the Stout Student Housing Authority and allows you to browse properties close to campus, file property complaints, and get connected to any rental resource you may need. Visit ____ (website) ____ to easily find a home with the support from the trusted Stout Student Housing Authority! For questions or more information contact _____.

Include Stout logo (to emphasize trusted university credibility)- Katie's Blurb

#2 Looking to live off-campus? Try the new listing website brought to you by the Stout Student Association. Built right into CONNECT, you can view all kinds of available properties, from houses to apartments, right here in Menomonie. – Cody's Blurb

#3 Looking to live off-campus? Try the new __ (name of website) ____! brought to you by the Stout Student Association. Built right into CONNECT, you can view all kinds of available properties, from houses to apartments, right here in Menomonie. Browse properties, file complaints, and get connected to resources to make your off-campus housing hunt a breeze!- Combo of Katie's and Cody's Blurbs with a few additions

Notes on Naming Website (cut SSA on Side Bar but use for Branding messages)

-Use SSA (built trust) SSA's Housing Website?

-Marketplace?

-Off-Campus Housing Marketplace

-SSA's Housing Marketplace*

-SSA Sponsored Marketplace

-Housing Marketplace

-SSA's Rental Marketplace*

-SSA's Rental-Housing Marketplace

- b. Open discussion – (anything the committee would like to talk about before the end of the meeting)

No open discussion items was brought to the committee

VI. Business

- a. SHA Complaint Process (Vote to approve (sending to University Student Senate), deny, or table)

Made a few edits to the Complaint Process in the form of: what happens to a complaint outside the business week, some spelling mistakes, with a discussion about what happens to complaints during off periods of the senate(in Winter and Summer).

- b. Website Approval Process (Vote to approve (sending to University Student Senate), deny, or table)

Two SSA Members Dabbed to the Postponement of Both Business Items; Both Items of Business will be Postponed for One Week

VII. Announcements

No Announcements

VIII. Adjournment. – 5:58 PM

