

Hancher Advisory Committee

11/12/09

Halsey Hall Conference Room

In attendance

Erin Donohue
Jane Downer
Kathy Forbes
Rachael Jensen
Joseph McKinley
Kellie Peterson
Kendall Rutherford
Chuck Swanson
Jacob Yarrow

Absent

Rob Cline
Armando Duarte
Joann Eland
Jeff Emrich
Anita Jung
Ming Tran
Evalyn Van Allen-Shalash
Jude West

1. Introductions and Welcome to Jane and Joseph!

We are glad you both are a part of the team!

2. Updates from Chuck

Building

- President Mason has met with Hancher staff, Hancher guild, donors, internal members of the UI, and music faculty gathering info and opinions about the new building location.
- December 8th: regents meeting, wants to introduce the site proposal then, even though it will be virtual. By February, hope for a final decision from the Board of Regents.
- Mason has a lot of decisions to make because she needs to appoint a new person for the VP of student communications by January.

Other info

- Rinde Eckert-*Eye Piece*. Elevating position of presenters, and showing how they add value to the UI. Partnering with many departments: theater, center for muscular degeneration, all documenting people losing their sight. Jennifer Novak is documenting and evaluating the process.
- New idea of trying to assess how students receive a performance by having students (possibly from this committee) conduct small group discussions about the show. The goal is to figure out

how students are connecting to the performance, find what they would like to see, etc. This could be used in many ways for Hancher, especially for reports and for marketing.

3. Website Updates- Rachael

- Transition has gone well, site is fully functional.
- Will put more Avenue Q info on the site and information about Student Reception.
- Possibility for a page where people could put in feedback or contact the committee.

4. Avenue Q

- Having buses for both Saturday performances
- Cost estimate is \$2300. Would be \$900 with student contribution. Would like to make it free for students still.
- Still haven't gotten a definite answer from the Parents Association, but might get some funding for safe driving.

- Looking for new ways to reach students:
- Students at Pella, Coe, Cornell, Grinnell
- Promos on Z102.9 and other radio stations
- Possible ad on Hawkvision for the last football game
- Mass email this semester from the committee
- Dance Marathon: having a karaoke contest at DM
- Contacting CAB (Campus Activities Board)
- Table to talk to people in the dorms

- Want get feedback on how people find out about tickets, reaching out to other student populations.
- Difficult to know how Hancher is as an organization, it's unclear right now because of the missing building, and there is so much talk about the site.
- New marketing idea: What is Hancher? What is your most fond Hancher memory ever? Possible project.

5. 4th Annual Student Reception

- Either holding the reception at Abraham, Inc. or Luna Negra
- Want to have a theme for the reception?
- Using the UI theme of Respect to support Abraham, Inc.
- Looking for support from ESGPS and UISG, also from the Provost's office again

Next meeting: December 10th at 8:30am in Halsey Hall Conference Room (W120).