



**West Virginia University  
Residence Hall Association  
General Business Meeting  
February 27, 2016  
Towers Room G05, 7:00 p.m.**

- I. Call to Order
  
- II. OCM Presentation
  - a. Founded at the College of New Jersey
  - b. Mission: Support higher education by being the trusted source for all things college and cause no needless damage, use our business to encourage and facilitate sustainable practices.
  - c. Fundraising for colleges through mailings
    - i. 80+ linen patterns
    - ii. 250+ care packages
    - iii. 15 fundraising programs
  - d. OCM assumes all costs, guarantees revenue, manages all marketing and product, manages all fulfillment and warehousing, and manages all customer service
  - e. "Your Program Your Way"
  - f. OCM will create custom boxes, and care packages will be packed and shipped in these containers
  - g. OCM has boxes such as gluten free, vegan, kosher, and many other dietary needs
  - h. Have partnerships with Mrs. Fields, Crumbs Bakery, Keurig, etc
  - i. Have a school specific website with personal message, featured care packages
  - j. Working on a mobile first ecommerce platform for mobile shopping
  - k. Market through direct mail, email, social media, and tour rooms
  - l. 100% satisfaction guaranteed, no questions asked with products
  - m. Offer linens (mostly sent home), carpets (driven to halls), campus backup (download)
  - n. Materials and survey will be sent out
  
- III. End of Year Event Committee Discussion
  - a. Tom from Braxton
  - b. Expand backyard barbeque for whole campus
  
- IV. True Blue
  - a. Basketball game is this Friday at 7pm
  - b. Really close to raising enough for a wish but not quite
  - c. Still shirts to sell

V. Talent show

- a. Continue to plan for in-hall talent shows
- b. Let students know before break, so they can bring materials back
- c. 1st - 250, 2nd - 150, 3rd - 100
- d. Halls can use their budget for in-hall talent show prizes (RHA will add 50 for prizes)
- e. April 8th → RHA talent show

VI. Elections

- a. Applications out over break
- b. Later, have opportunity to announce candidacy
- c. Can run for all positions

VII. Community Council Reports

Arnold and International House	
Bennett Tower	
Boreman	
Braxton Tower	
Brooke Tower	
Dadisman/Stalnaker	
Honors	
Lincoln	
Lyon Tower	
Oakland East	
Oakland West	
Summit	

VIII. Advisor's Reports

IX. Adjournment

**Snapchat: wvu\_rha**



**Instagram: @wvu\_rha**

**Twitter: @wvu\_rha**

**Facebook: West Virginia University Residence Hall Association**