New mobile application pitch to the UCLA Events Office
Meeting Minutes

May 31, 2022
Present: Christine Leavitt (Vice Provost Events Office); David Kauffman
                    (Admissions Officer); Bo Doub, Elizabeth Rolando, Seth Erickson (UCLA
                    Orientation App developers); Alice Ayres (Recorder)

I.

UCLA is now almost completely funded by private sources (student tuition, fees, revenue from services, donations, etc.). In a new initiative to strengthen university branding, increase admissions, and create new sources of revenue, Chancellor Celine Block has announced a new office and department: UCLA's Entertainment and Media Identity Program -- which, once established, will work closely with the Events Office.

II.

Introductions
Christine Leavitt introduced everyone and seemed eager to hear any pitch related to increasing revenue.

Admissions Fly Trap
Elizabeth Rolando commenced the pitch by describing this UCLA Orientation App as an enticing "fly trap" for prospective students and education consumers. She presented "personas" representing typical stereotypes of the undergraduate demographic -- each persona indicated a heavy consumption of both entertainment and education. She then demonstrated some of the app's features, showing how it "emphasizes the prevalence of entertainment and media visibility in higher education" (and vice versa). Rolando finished with: "more admissions for the school, more commissions for your department… these kids will eat this up."

Apps, Apps, Apps
Bo Doub made a number of points highlighting the growing number of students who own smart phones. He also demonstrated some mobile applications that other universities recently developed -- emphasizing how the UCLA Orientation App has something they do not: a strong history of visibility in film and television. Mr. Doub also made some comments about this app's appeal for prospective international students: "with this app, you can give these foreigners an education and, more importantly, the taste of Hollywood that they have always longed for." He concluded with a comparison of tuition fees for domestic and international students.

Ubiquitous Branding
Seth Erickson started showing stills of upcoming popular television shows with the UCLA logo inserted subtly in the background. He demonstrated the strengths of this type of product placement.

III.

After the developers left, Leavitt and Kauffman agreed to acquire this "gold mine" immediately.