

Staff Council Standing Committee Minutes



Committee Name: Communications and Marketing Committee –

Meeting Date and Place: August 13th-2014 , Faculty/Staff Club

Members and Guests Present: Pam Castaldi, Marcos Abeyta, Lisa Walden, Charles Mike Gatchell, Mark Reynolds

Guests: Renee Delgado-Riley, Kathy Meadows

Absent: Marie Ann McGhee, Patricia O’Conner, Marjorie Ellen Crow

Minutes submitted by: Mark Reynolds

	Subject	Notes	Follow-Up
1	Introductions	Mike Gatchell, on line distance education	New member - MTS
2	Open items	Mark – discuss SC handbook Social meeting agenda items – next steps, who would like to be involved moving forward <ul style="list-style-type: none"> • Web design • Social media survey • Social media on the web site – Facebook, twitter, Instagram 	No SC handbook, defer to strategic plan Invite all committee members to the Social Media meetings for the future August 29 th 2pm
3	Renee Delgado-Riley	Exec briefing on <ol style="list-style-type: none"> 1. Dashboard feature – future Website design 2. SC presentation, video – see the example https://www.youtube.com/watch?v=A6WFeq1Sdo4 3. Help memo – discussion, expectations from our committee 	Part of the strategic plan – what we are “SC” – rep as event planning Presentation on this kind of format and video and on the web site Web site collectively one stop idea – get referrals for services on campuses Renee to provide the Help document for the committee to shorten the memo – 30 days – wants to go out in October (Lisa, Pam)
4	Committee Chair change	Pam Castaldi – Sept meeting -	Pam discuss objectives Improve communications, daily lobo, getting information – staff, not just events – Renee talking about Any communications go through this committee Bring Archie from UCAM – project planning, Branding ourselves, Karen Wentworth suggestion

			Ask Matt Maes – for future committee member
5	New item SC Brochure	Visit about to do – out for print – by end of the year – complete design, one fold – final design end of November before thanksgiving – Exec approval by end of October for the console (Correct Logo)	Interview Kathy on the items Pam sent out (Mike, Marcos)
6	Next meeting	September 10 th , 2014 2-3pm	Faculty Club

Communications Committee Roster, 2014-15

Name	Department	Phone	email
Marjorie Crow	Art & Art Hist.	7-5861	mcrow@unm.edu
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