



Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing

Meeting Date and Place: September 17, 2015 – 3:00-4:00 pm – Hokona RM 352

Members Present: Marcos Abeyta, Marjorie Crow, Josh Clifford, Pam Castaldi, John Byram, Mark Reynolds, Monica Montoya

Members Excused: Susy Salvo-Wendt

Members Absent:

Guests Present:

Minutes submitted by: Lisa Walden

	Subject	Notes	Follow-Up
1	Approve Agenda	N/A	
2	Approve Minutes (from last meeting)	N/A	
3	Old Business	<p>Discussed what had been done so far in 2015 to reinvent the Communications and Marketing Committee which used to exist mostly to do flyers and events; Mark Reynolds started the Events Committee which freed this committee up to work on larger concepts. Pam and Lisa took the lead on creating a Staff Council Marketing Plan which was adopted by the Staff Council on June 16, 2015. We decided at that time to suspend regular monthly meetings since attendance and participation was low and we had no immediate issues to address.</p> <p>Since then several addendums added and revisions made based on council feedback. The first part of this project was to get the Marketing Plan adopted so that graphic standards and some things like listserv usage could be addressed immediately.</p> <p>We also developed a procedure for marketing collateral to flow through the Communications and Marketing Committee called Addendum A. Mark went through that with us and noted some things that needed to be clarified.</p> <p>Pam and Lisa also reviewed the two active work groups for website and for graphics and their current status.</p>	Pam will address the graphic work group procedure based on the feedback of the committee and Mark in particular.
4	New Business	<p>Discussed a needs assessment for this council and the Marketing Plan document for how it should be used going forward. There is internal (Staff Council), external (Staff) and wider (community) as outlined in the plan. We discussed some of the strengths and weaknesses in communications both within the council and from council to staff. We feel this is where we should begin to address our concerns and will begin to develop that plan and the tasks associated with it at the next meeting. The website workgroup, along with Lisa, Pam and Kathy will be taking a dedicated Cascade course from Matt at UCAM – time and date TBD. This will focus on basic Cascade training and more specialized training for those with individual responsibilities towards web upkeep.</p> <p>Discussed reviewing Strategic Plan prior to next meeting to try and align our goals with the SP.</p>	<p>Kathy will check with Matt regarding time/date/location of training with Matt from UCAM.</p> <p>Everyone should review Strategic Plan for next discussion.</p>
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	Next Meeting	The next meeting will be on October 22, 2015 at 3pm – University Club	Meeting adjourned 4:30 pm