



Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing

Meeting Date and Place: Thursday, 07-22-21 from 3 p.m. - 4 p.m. @ Zoom

Members Present: Azura Talent, Brian Vineyard, Cindi Meche, Cindy Mason, Mark Reynolds, Theresa Sherman

Members Excused:

Members Absent:

Guests Present: Gina Sandoval

Minutes submitted by: Cindi Meche

Agenda Items are indicated in [Turquoise](#).

	Subject	Notes	Follow-Up
1.	Approve Agenda	Meeting called to order at 3:04 pm Agenda approved unanimously Suspend the rules to hold this meeting online – Consensus	
2.	Approve Minutes (from 06-24-2021)	Minutes approved unanimously	
3.	Update	Vote – Do we continue Land Acknowledgement in C&M committee meetings? Committee approved to continue to read the Land Acknowledgement at C & M committee meetings.	
4.	Update	Cindy Mason is officially a member of C&M Cindy Mason was welcomed as a member of the committee.	
5.	Update	Reminder from SC Committee Meeting: Non-attendance of a committee member at three consecutive meetings will be treated as a voluntary resignation. Cindy- Recommend giving a window of flexibility if someone is absent last minute. Sometimes due to other meetings running to long or work commitments we may notify last minute. Cindi stated that the issue is more the repeated unexcused absences, and that we will remain flexible. Cindy- Also recommended giving people notice or “warning” prior to treating it as a voluntary resignation so that we remain flexible with our staff’s work and life. Also, Cindy suggested we ensure our minutes are posted to the website in a timely manner.	Ask Amy if any help is needed from C&M for support on website

6.	Update	<p>Review forms feedback, make decisions on changes, and divvy out edits with committee (Who will do what by when).</p> <p>Changes still needed to update:</p> <ul style="list-style-type: none"> • Monthly Report • Events <p>Collect completed forms and return to SC for approval. Cindi will make these final changes and reroute to the committee for final approval.</p> <p>Next steps: Send to Staff Council for approval.</p>	Final changes by Cindi
7.	Update	<p>Where did we leave off with the SC C&M Committee Procedures?</p> <p>Suggested Additions:</p> <ul style="list-style-type: none"> • Add wording for deadlines. Review: 48 hours; Development: 1-2 Weeks • Tips to make the process more efficient • “Routing” process • Get feedback from other chairs on what their needs are from the C & M committee and formulate some statements for the Committee Policy & Procedures Guide. How can we help support the other committees in promoting events in a timeline and effective manner? 	<p>Table for next month</p> <p>Cindi will ask to speak to chairs about their needs from the C & M committee.</p>
8.	New Business	<p>SC Affinity Groups to be added to DE&I webpage: https://staffcouncil.unm.edu/committees/diversity-equity-and-inclusion/index.html</p> <p>Suggestion to create webpage with this list and add a link to the DE&I webpage. Is proposition accepted?</p> <p>Committee discussed appropriate placement of the affinity groups on the website. Include “Resources” section on DE&I page that will link out to a dedicated Affinity Group page. Affinity Group Page will list groups, contact info (who to contact to join, how to join, list serv name) and charge. It was not recommended to develop a separate webpage for each affinity group at this time.</p>	Cindi/Theresa present to DEI committee
9.	New Business	<p>Adding designed templates request to SC Resources web page. Vote on addition of:</p> <p>The Staff Council Communications and Marketing Committee can also provide designed templates for Staff Council PowerPoint, Social Media and Newsletters upon request. Please see the Communications and Marketing Committee web page for contact information to request files or for design assistance.</p>	Cindi- present to the exec. Comm for approval at next Business Meeting

		<p>This language will go hand in hand with developing an online design request form. Language was approved unanimously; This language needs be approved by Staff Council in order to be added to the SC website.</p> <ul style="list-style-type: none"> • Social media template “packet” • (DEI Packet to be included) 	
10.	Next Meeting	August 26, 2021 from 3-4 pm @ Zoom	Meeting adjourned at 4:04 p.m.

<p>Untitled Poll</p> <p>Poll ended 1 question 5 of 6 (83%) participated</p> <p>1. Do we continue Land Acknowledgement in C&M committee meetings? (Single Choice) *</p> <p>5/5 (100%) answered</p> <p>Yes (4/5) 80%</p> <p>No (1/5) 20%</p> <p>+ 1 vote Yes for CMeche</p> <p>Stop Sharing</p>	<p>SC Recourses</p> <p>Poll ended 1 question 3 of 5 (60%) participated</p> <p>1. Should we request to add new copy to the SC Resources page web page to promote the C&M services? (Single Choice) *</p> <p>3/3 (100%) answered</p> <p>Yes (3/3) 100%</p> <p>No (0/3) 0%</p> <p>+1 vote Yes for CMeche</p> <p>Stop Sharing</p>
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