



Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing Committee – Pam Castaldi, Chair

Regular Meeting time: 2nd Wednesday of each month, 3:00-4:00 p.m.

Meeting Date and Place: Wednesday, Sept. 10, 2014 – Faculty Club

Members Present: Pam Castaldi, Mark Reynolds, Matt Maez, Josh Clifford, Mike Gatchell, Lisa Walden, Marjorie Crow

Members Excused: Marcos Chavez Abeyta, Patricia O'Connor-Navrot

Members Absent: Marie McGhee

Guests Present: None

Minutes submitted by: Marjorie Crow

	Subject	Notes	Follow-Up
1	Introduce new members	A warm welcome to our two newest members, Matt Maez and Josh Clifford! Josh has web experience! Matt is social media guru!	
2	SC Brochure	Deadline Nov 12. Pam created task list. Mike suggested limiting accomplishments.	Mike and Marcos will work on the pictures, content and present at the next meeting. Lisa will also work on first draft & suggested adding past presidents. Marjorie will do layout, have something for Oct 8 meeting.
3	Website	Exec Committee approved new site! Have contract with UCAM. Pam made short deadline list to go live by Nov 10. Visited about the Web design process and asked that all choose a line item or you will assign accordingly. Website will be the main source of SC news. Enews will be shorter with headlines, teasers and links to website. Renee will do blog on new site. Mike stated he has resources at Media Technology to do snippets of video for communications and marketing for some of the future items we want to stand up on the new web site. Marjorie brought the UAP documents and how we could take small snippets from UAP and promote on the website for the future. Pam will report to SC at next meeting (9/16) and apprise members of what is needed from them.	Every committee member should give feedback on Pam’s “Preliminary Plan for Website Content” and “Suggested Architecture” by Monday, September 15, with suggestions, drafts of content, other comments. Lisa will create template for Councilor bios. Lisa also volunteered to work on SC History piece for website. Suggested she work with Kathy on this as Kathy has institutional memory.
	Social media	We visited about social media: Exec postponed the poll. Need to check on the funding model for next year for the staff to assist SC admin (Kathy). Social media baseline – Twitter, Facebook, email, YouTube, Instagram. Mark to send a date for the next steps on the social design – need to decide if we do concurrently with the Web design or post the Web	Mark will set up next Social media meeting and send out invites.

		design as they work hand in hand for content We visited about social media requirements – content, updates, combining with UCAM, process that need to be developed. Lisa suggested making social media mtgs at a regular time to make it easier to attend.	
4	Events marketing	Went over the event committee documents and the communications piece that will use the events committee or sub to the communications committee or a hybrid of both.	Future discussion with Events committee, when formed on how to handle marketing for their events.
	C&M Vision	Pam suggested C&M should concentrate on reaching out to staff and marketing the Staff Council. C&M Committee will use Google Drive/Chat to share documents and communicate with each other. Will discuss vision in more depth at next meeting.	Will discuss vision of C&M at next meeting.
5	Solicit members	Asked everyone to think about who they know that would benefit from being on this committee and make it pro-active (Kathy sending a list as well to promote)	Pam will email selected staff.
6	Next Meeting	Oct 8, 2014, 3pm	Faculty Staff Club

Communications Committee Roster, 2012-13

Name	Department	Phone	email
Marcos Chavez Abeyta	IT	7-5191	mabeyta@unm.edu
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