



Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing

Meeting Date and Place: Thursday, April 21, 3-4pm, University Club

Members Present: John Byram, Josh Clifford, Susy Salvo-Wendt, Catherine Rivera, Lisa Tremaine, Lisa Walden

Members Excused: Marjorie Crow

Members Absent: Marcos Chavez Abeyta

Guests Present: None

Minutes submitted by: Josh Clifford

	Subject	Notes	Follow-Up
1	Approve Agenda	Any new items introduced to be discussed	>Added new councilor orientation brainstorm >Tabled file-sharing discussion for next meeting (“Google Drive or other file sharing tool for SCCM Committee? Do we need one? What tool is preferable?”)
2	Approve Minutes (3/17/16)	Approve and discuss minutes from last meeting	>Approved
3	Work Groups	Web group restructuring; do we need to recruit?	>Susy interested in helping with Featured Staff if Patricia cannot continue. Nancy to help. >Graphics group on hold for now. Making flyers will be handled by sending open question via email in the mean time. Will try to recruit new councilors. >If any committee members think of anyone interested, they will email.
4	Social Media Guidelines	Requested by SC President on 4/19/16; Lisa and Josh have UCAM documents to assist with the process.	>We discussed the guidelines and best practices provided by UCAM as well as various ways to run social media platforms. >John and Lisa W. will meet with Kathy to gather info and look over UCAM materials .
4	Communication Standards Initiative	Review ideas, brainstorm/plan	>We reviewed the progress on the initiative: pulling together what we have, checking/editing Marketing Plan Addendums, posted President’s report >Next steps will be formalizing current practices and procedures and continuing to implement improvements in processes (e.g., emailing reports before meeting, monthly check-ins with constituents, working with engagement committee, feedback form or method for constituents). We discussed these various ideas. >We also discussed Roberts Rules and how they may be a barrier to participation within general Council meetings, since the rules are inherently complex. People may have fear of speaking up because they are not sure how. We discussed various ways to help with this problem (opening up safe space to learn, yellow form summary, having yellow forms on table every meeting). Lisa W. will talk with Adam at some point to gather his input. John will also continue to research and consider. >Josh and Lisa W. to make “Know Your Forms” presentation >Committee will email ideas if they have more.
5	New Councilor Orientation Brainstorm	Meeting on Wed, April 27, 10-11am.	>We discussed the upcoming meeting and the orientation. The need came out to emphasize/highlight quorum and why attending meetings is important, responsibilities of being a councilor, Roberts rules, and website details. >Idea to send sign-up sheet around for the committees at the orientation.

			<p>Bringing in committee chairs to give quick presentation? Or maybe having posters hung up for committees and have people sign up that way?</p> <p>>Give all new councilors a hard copy of important documents (e.g., bylaws, etc.) to read before/after orientation.</p>
6	Templates	Are we at a place to begin creating templates for marketing pieces – Lisa T.?	<p>>Lisa T. is ready to begin creating some basic templates for event flyers. The first will be some basic “plug and play” type flyers, with a couple different options.</p> <p>>Lisa W. will email good examples to Lisa T.</p>
7	Brochure with Engagement	Engagement Committee making ‘Life of a Councilor’ brochure for internal distribution. Content is being drafted, and they have a graphic designer.	<p>>Susy will email content to the committee sometime next week.</p> <p>>Committee will review and comment on the email thread.</p>
	Next Meeting	The next meeting will be Thursday, May 19, 3-4 pm, University Club	Meeting adjourned 4:15pm.