



Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing

Meeting Date and Place: Thu, May 19, 3-4 pm, University Club

Members Present: Lisa Walden, Josh Clifford, John Byram

Members Excused: Susy Salvo-Wendt, Catherine Rivera, Lisa Tremaine, Marjorie Crow

Members Absent:

Guests Present:

Minutes submitted by: Lisa Walden

	Subject	Notes	Follow-Up
1	Approve Agenda	Postpone items 6-7 on Agenda/add brochure update	
2	Approve Minutes (4/21/16)	Approved	
3	Work Groups	Need to develop "how to" procedures; Josh will document procedures for website workgroup by August; Patricia will stay on website work group; possibly August to put out call at SC meeting for more volunteers; discussed committee drive for June meeting and pinpointing certain new councilors for SCCM committee.	Josh will work on procedures for web work group
4	Social Media Guidelines	John and Lisa will set up mtg with Kathy to discuss parameters for this	Lisa and John will meet with Kathy
4	Communication Standards Initiative (4.2 on agenda)	Discuss Roberts Rules; possibly providing links to a video before we announce classes; give out book at June SC mtg and have Adam do a brief history of Robert's Rules and why they are used; tack on committee drive in that mtg as well; July SC mtg announce classes, continue to have ten minute tidbits	Lisa will speak with Adam again regarding these ideas for June and further
5	Google drive or other file sharing tool for SCCM committee	Josh will # pages on Marketing Plan and add procedure to Marketing form and rename to procedure and form; will keep google docs and will update and clean up at some point.	Josh will make minor changes listed and Lisa/Josh will tackle clean up in the future
6	Templates	John said Lisa T. will start doing soon; Lisa W. to send examples of flyer	Lisa T. will report at next mtg
7	Engagement Committee	Discussed the resurrected brochure; still not sure on who the audience is or what the angle is; will continue to work with Kathy and Engagement on combining the two brochures	
8	New Councilor Orientation	Lisa and Josh reviewed; new councilors gave very positive feedback to Kathy; discussed communication with constituents and how to handle that with the council overall from a communication standpoint; what is the overall purpose; town-hall idea.	Continue the conversation regarding communicating with constituents
	Next Meeting	The next meeting will be June 16, 3 pm, University Club (Lisa will be on vacation that week)	Meeting adjourned 4:20pm