



Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing

Meeting Date and Place: February 18, 2016 – 3:00-4:00 pm, University Club

Members Present: John Byram, Josh Clifford, Marjorie Crow, Lisa Tremaine, Lisa Walden

Members Excused: Marcos Chavez Abeyta, Susy Salvo-Wendt

Members Absent:

Guests Present:

Minutes submitted by: John Byram

	Subject	Notes	Follow-Up
1	Approve Agenda	N/A	
2	Approve Minutes (from 11/19/15 meeting)	N/A	
3	Member Update	Four committee members have stepped down since last fall. Josh Clifford was confirmed as new co-chair of SCC&M in the general SC meeting held on Tuesday, 2/16/16.	SCC&M members to continue recruitment efforts
4	SC Brochure	A new draft of the brochure highlighting Staff Council accomplishments was shared with the group in advance of presenting the document to Exec for final approval. Lisa T. asked whether key points/accomplishments might be better highlighted in the brochure either as “bullets,” with a different color, or other design element. The committee agreed that the document was otherwise ready for circulation to Exec.	Lisa W. to consider adding additional design element(s) and then circulate to SC Executive Committee
5	Mtg. w/Exec Committee	Lisa W. and Josh to meet with Exec to discuss implementing formal communication standards for SC. Guidance on “best practices” needed for SC members and committees.	Lisa W. and Josh to present issues at upcoming SC Executive Committee meeting
6	Input from SCC&M Committee Members	Lisa W. and Josh solicited opinions from committee members regarding projects/goals/initiatives for SCC&M to pursue in 2016. Creating document templates for a variety of SC marketing and communication materials was discussed as a key priority. Bilingual flyers to be produced for some types of communication?	Lisa T. to design template files for documents as need and schedule permit
7	Website Update	Lisa W. and Josh provided an update on forthcoming changes planned for SC website. Most of these revisions involve continued improvement to “look and feel” of site.	Josh to continue programming work
8	SC eNews	SC Admin would like to start using either MailChimp.com or Constant Contact for campus eNews dissemination.	Lisa W. to recommend MailChimp.com interface
9	New Business	Marjorie presented a SC Employee Life Committee idea to template monthly (?) newsletters that SC councilors could send to constituents that share UNM information/facts of potential interest to staff (“policy pointers,” staff stories, campus questions, etc.) and solicit direct feedback from recipients. Template would require SCC&M initial approval. SCC&M recommends one SC person be assigned “ownership” of newsletter to provide consistency of presentation.	Marjorie to refine idea further with SCELC
	Next Meeting	The next meeting will be Thursday, March 22, 2015, at 3 –4pm University Club	Meeting adjourned 4:08 pm