



Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing

Meeting Date and Place: Thursday December 3rd, 2020 from 3 p.m. - 4 p.m. @ Zoom

Members Present: Azura Talent, Cindi Meche, Grace Faustino, Mark Reynolds, Theresa Sherman, Brian Vineyard

Members Excused:

Members Absent:

Guests Present: ~~Cindy Mason~~

Minutes submitted by: Cindi Meche

	Subject	Notes	Follow-Up
1	Approve Agenda	<p>Suspend the rules to hold this meeting online - Consensus Land Acknowledgement</p> <p>Founded in 1889, the University of New Mexico sits on the traditional homelands of the Pueblo of Sandia. The original peoples of New Mexico Pueblo, Navajo, and Apache since time immemorial, have deep connections to the land and have made significant contributions to the broader community statewide. We honor the land itself and those who remain stewards of this land throughout the generations and also acknowledge our committed relationship to Indigenous peoples. We gratefully recognize our history.</p>	<p>Approved</p> <p>Read and accepted</p>
2	Approve Minutes (from 11-5-2020)	Consensus	Approved
3	Updates	Resolution for Accessibility – Amy, Grace, Cynthia or Mark	Suspended
4	Updates	<p>Templates</p> <ul style="list-style-type: none"> a. Reviewed existing templates found b. Find URL on SC web site on portal, landing place for templates – work with Amy on this location c. Accessibility standards on the templates <p>Updates on Alt-Text MAC, PC (Cynthia, Theresa)</p> <p>Accessibility to SC presentation (Matt Carter and Accessibility) – need date with Amy, Nancy to present</p>	<p>Update on templates</p> <p>Update on Alt-Text</p> <p>Update on Matt Carter, Accessibility for 2021 presentation Date</p>
5	New Business – DEI site (guest)	<ul style="list-style-type: none"> • http://staffcouncil.unm.edu/committees/diversity-equity-and-inclusion/index.html • They have Smartsheet fed into it, which is not consistent with the other committee pages, and is an external site and therefore NOT under Council control. 	<p>On brand is correct</p> <p>SC standards with not consistent</p>

		<ul style="list-style-type: none"> • Could you please take a look as see if this is consistent with our C&M policy and your recommendations about the website? • http://webmaster.unm.edu/web-policy/index.html • http://webmaster.unm.edu/web-policy/web-standards/outside-tools.html <ul style="list-style-type: none"> • Link to the page (I-Frame) actual web page or PDF or smart sheet • Valid reason and information – an exception • Sustainability be replicated, PDF easier • Not opposed to this, if other committees want to list their members, reports that be given the same opportunity and that resources/ Careful before council has made a person a member, may not want posted – UNM directory • Table and bring DEI chairs to the Comm meeting next time to review <p>Amy specific requests</p> <ul style="list-style-type: none"> • SC Social media: SC Facebook & Twitter. Ryan was great with this and I have not been able to keep up a consistent presence since he's left. <ul style="list-style-type: none"> • Occasional website updates (Smaller task force) 	<p>Format consistency not across the SC site with tabs, etc.</p> <p>More complex and a lot of information</p> <p>Good transparency</p> <p>Accessibility questions – program – screen reader</p> <p>Less is more</p> <p>Update on assistance from group</p> <p>Theresa will assist Amy – log in info for FB, Twitter – post once a week</p> <p>Possible Grace assist</p> <p>DEI plans to update to link(s) to Smartsheet Data instead of feed (by EO Jan)</p> <p>Exceptions can be presented to C&M</p> <p>Recommendation to Exec/Amy to review and make them all the same</p>
--	--	--	---

6	New Business	<p>Brian on Exec request "Staff Council Exec meeting Amy & Nancy asked that we talk about a future marketing need in our meeting tomorrow. Grace or I can give more details then, but in short it is to advertise the \$7 which Staff Council approved to be added to the ID Card of all Albuquerque based staff members." A few key aspects asked to be included:</p> <ul style="list-style-type: none"> • How to use it & where to use it • A note that this doesn't expire as long as still affiliated with UNM, but cannot be converted to cash. • Delicately point out that this is for Albuquerque staff only (not branches). • One time, does not expire as long as UNM employee, does include HSC, carries over for sales, but no cash out • Fun ideas for what you can get with \$7 <p>Enews, Social, Website (flyer)</p>	<p>Will cover again in January</p> <p>Need content details</p> <p>Brian to get more details</p>
7	Next Meeting	<p>The next meeting will be Jan 28st – move to 2-3pm SC IT meeting now at 3-4pm – visit about and then vote, decide and send invites</p>	<p>Continue 4th Thurs. @ 3PM</p>