

# COMMUNICATIONS COMMITTEE

MINUTES

DATE 01/18/19

TIME 2:00 PM

LOCATION BH, 116

<b>MEETING CALLED BY</b>	Julie Cajigas, chair	
<b>TYPE OF MEETING</b>	Monthly Meeting	
<b>PRESIDER</b>	Julie Cajigas, chair	
<b>NOTE TAKER</b>	Pam Duncan, secretary	
<b>ATTENDEES</b>	<p><b>Attendees:</b> Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Anwar Sadek; Sherry Sims; Heather Walter</p> <p><b>Absent with notice:</b> Elizabeth Kennedy; Sharon Crawford; Tiffany Schmidt</p>	
Agenda topics:		
2:07 – 2:16	CALL TO ORDER	WAYNE HILL
<b>DISCUSSION</b>	The committee met informally and briefed new committee members on current committee goals and activities, after which the meeting was called to order at 2:17 p.m.	
2:17 – 2:30	OLD BUSINESS	JULIE CAJIGAS
<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li>1. See Call to Order notation</li> <li>2. The committee reviewed the UC annual in-depth report re: SEFA campaign. Members provided feedback and next steps were discussed.               <ol style="list-style-type: none"> <li>a. The committee considered barriers to student participation:                   <ol style="list-style-type: none"> <li>i. Lack of knowledge</li> <li>ii. Discomfort with asking of help</li> </ol> </li> </ol> </li> <li>3. Tactics for phase two of SEFA/Families Helping Families fund raising drive were offered.               <ol style="list-style-type: none"> <li>a. Notice from directors/chairs to faculty is likely to be reviewed</li> <li>b. Flyers vs. emails were considered with flyers being a more effective means of attracting attention. Sample infographic pending</li> <li>c. UCM to reprint ZipAssist stickers for use on campaign materials</li> <li>d. Could Z-Alert be used for messaging? Barriers to this approach were reviewed</li> </ol> </li> </ol>	
2:31 – 3:15	NEW BUSINESS	JULIE CAJIGAS
<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li>1. A meeting schedule was discussed and agreed to: the first Friday of each month, 10 a.m., through the spring semester. BH, 113.</li> </ol>	

3:16	ADJOURN	JULIE CAJIGAS
	<p>Motion to adjourn:</p> <ol style="list-style-type: none"><li>1. Amy Freels</li><li>2. Julie Cajigas</li></ol> <p>The committee voted unanimously to adjourn the meeting.</p> <p><b>Next Meeting: February 1, 2019 10:00 a.m., BH, 113, 10:00 a.m.</b></p>	

# COMMUNICATIONS COMMITTEE

MINUTES

DATE 02/22/19

TIME 9:07 AM

LOCATION LH, 414

<b>MEETING CALLED BY</b>	Julie Cajigas, chair	
<b>TYPE OF MEETING</b>	Monthly Meeting	
<b>PRESIDER</b>	Julie Cajigas, chair	
<b>NOTE TAKER</b>	Pam Duncan, secretary	
<b>ATTENDEES</b>	<p><b>Attendees:</b> Julie Cajigas; Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Anwar Sadek; Tiffany Schmidt</p> <p><b>Absent with notice:</b> Sharon Crawford; Elizabeth Kennedy; Sherry Sims; Heather Walter</p>	
<b>Agenda topics:</b>		
9:09 -	<b>CALL TO ORDER</b>	<b>WAYNE HILL</b>
<b>DISCUSSION</b>	<p>The meeting was called to order at 9:09 a.m.  January minutes were approved:  Motion to approve:</p> <ol style="list-style-type: none"> <li>1. Amy Freels</li> <li>2. Wayne Hill</li> </ol> <p>Unanimous approval by committee</p>	
9:09 – 9:25	<b>NEW BUSINESS</b>	<b>JULIE CAJIGAS</b>
<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li>1. Seven committee members’ appointment will expire at the end of the academic year. Members who wish to be reappointed can contact OAA.</li> <li>2. The committee discussed interim committee leadership for April-August.</li> <li>3. A response to the UC request for a campus navigation app was considered. Wayne will contact UCM’s director of integrated media for details on prior research.</li> </ol>	
9:25 – 10:05	<b>OLD BUSINESS</b>	<b>JULIE CAJIGAS</b>
<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li>1. The committee discussed after-action data on the student-led SEFA campaign. A request to ZipAssist for details pending.</li> <li>2. Option for next steps were presented and discussed.</li> </ol>	
<p><b>ACTION ITEMS:</b></p> <ul style="list-style-type: none"> <li>• COMMITTEE TO SUGGEST A TACTIC FOR SEFA CAMPUS AWARENESS/PARTICIPATON TO MAR. 1 MEETING</li> <li>• OBTAIN PROGRAM STATS FROM ZIPASSIST</li> <li>• UCM RESPONSE TO CAMPUS NAVIGATION APP REQUEST</li> </ul>		

10:05	ADJOURN	JULIE CAJIGAS
	<p>Motion to adjourn:</p> <ol style="list-style-type: none"><li>1. Amy Freels</li><li>2. Anwar Sadek</li></ol> <p>Unanimous approval by committee</p> <p><b>Next Meeting: March 1, 2019, 10:00 a.m., BH, 113, 10:00 a.m.</b></p>	

# COMMUNICATIONS COMMITTEE

MINUTES      DATE 03/01/19      TIME 10:00 PM      LOCATION BH, 113

<b>MEETING CALLED BY</b>	Julie Cajigas, chair	
<b>TYPE OF MEETING</b>	Monthly Meeting	
<b>PRESIDER</b>	Heather Walter, vice chair	
<b>NOTE TAKER</b>	Pam Duncan, secretary	
<b>ATTENDEES</b>	<p><b>Attendees:</b> Julie Cajigas; Pam Duncan; Kristin Foy-Sampson; Amy Freels; Tiffany Schmidt; Heather Walter</p> <p><b>Absent with notice:</b> Elizabeth Kennedy; Sharon Crawford; Wayne Hill; Anwar Sadek; Sherry Sims</p>	
<b>Agenda topics:</b>		
10:07 – 10:10	CALL TO ORDER	HEATHER WALTER
<b>DISCUSSION</b>	<p>The meeting was called to order. The agenda was approved without additions or revisions.</p> <ol style="list-style-type: none"> <li>1. Tiffany Schmidt</li> <li>2. Kristin Foy-Sampson</li> </ol> <p>Feb. 22 minutes were approved with one amendment to the date for “next” meeting.</p> <p>Motion to approve as amended:</p> <ol style="list-style-type: none"> <li>1. Kristin Foy-Sampson</li> <li>2. Amy Freels</li> </ol>	
10:10 – 10:48	OLD BUSINESS	JULIE CAJIGAS
<b>DISCUSSION</b>	<p>The committee discussed possible SEFA outreach campaign tactics.</p> <ol style="list-style-type: none"> <li>1. A colleague-to-colleague letter was submitted for committee review.             <ol style="list-style-type: none"> <li>a. Suggestions for revision were shared. The document will be shared via Google Docs for committee revisions.</li> <li>b. Stats from Zip Assist</li> <li>c. CPAC feedback was discussed                 <ol style="list-style-type: none"> <li>i. Personalized “matching donation” suggested</li> <li>ii. Collaborate with Development about existing campaigns and resources (“Broad-Use” Fund)</li> <li>iii. Discuss any in-process grant requests with ZipAssist</li> <li>iv. Inquire about timeline for potential campaign</li> </ol> </li> <li>d. How would faculty and staff donate?</li> <li>e. Consider sending personalized “short-list” ask to campus leaders</li> <li>f. Letter and supporting data should be delivered before finals</li> </ol> </li> </ol>	

	<p style="text-align: center;">g. Schedule meeting with Committee administrators, Development and ZipAssist in two weeks</p>
	<p><b>ACTION ITEMS:</b></p> <ol style="list-style-type: none"> <li>1. Julie Cajigas: Schedule meeting with Committee, Development, and ZipAssist</li> <li>2. Julie Cajigas: Post donation letter to Google Docs</li> <li>3. Committee review and revise by March 15</li> <li>4. Pam Duncan: Coordinate completion of Topic Submission share with Committee by March 15</li> <li>5. Pam Duncan: Send Committee Appointment Schedule to members</li> </ol>
10:48	<p><b>ADJOURN</b> <span style="float: right;"><b>HEATHER WALTER</b></span></p>
	<p>Motion to adjourn:</p> <ol style="list-style-type: none"> <li>1. Pam Duncan</li> <li>2. Julie Cajigas</li> </ol> <p>The committee voted unanimously to adjourn the meeting.  <b>Next Meeting: April 5, 2019 10:00 a.m., TBD</b></p>

# COMMUNICATIONS COMMITTEE

MINUTES

DATE 04/05/19

TIME 10:00 PM

LOCATION KOLBE, 111

<b>MEETING CALLED BY</b>	Heather Walter, vice chair	
<b>TYPE OF MEETING</b>	Monthly Meeting	
<b>PRESIDER</b>	Heather Walter, vice chair	
<b>NOTE TAKER</b>	Pam Duncan, secretary	
<b>ATTENDEES</b>	<p><b>Attendees:</b> Sharon Crawford; Pam Duncan; Kristin Foy-Sampson; Anwar Sadek; Tiffany Schmidt; Heather Walter</p> <p><b>Absent with notice:</b> Amy Freels; Elizabeth Kennedy; Wayne Hill; Sherry Sims</p>	
<b>Agenda topics:</b>		
10:07 – 10:09	CALL TO ORDER	HEATHER WALTER
<b>DISCUSSION</b>	The committee met informally until quorum was met at 11:05	
10:09 – 11:05	OLD BUSINESS	JULIE CAJIGAS
<b>DISCUSSION</b>	<p>The committee reviewed notes and materials from the March meeting with Development and ZipAssist. Additional input from both departments is needed. Letter should contain:</p> <ul style="list-style-type: none"> <li>• Details on grant eligibility</li> <li>• Custom link from Development</li> <li>• Data on past awards</li> <li>• Details on expiration and possible gap funding</li> <li>• Focus on student retention component</li> <li>• Confirm SEFA vs. FHF language</li> </ul>	
	<p><b>ACTION ITEMS:</b></p> <ol style="list-style-type: none"> <li>1. Heather Walter: Contact ZipAssist for SEFA data and grant expiration details</li> <li>2. Pam Duncan: Contact Claudia Kaeberlein about SEFA link and send supporting data to Heather for inclusion</li> <li>3. Heather Walter to draft revised letter based on new criteria</li> <li>4. Committee to approve letter and forward to Development and ZipAssist for approval by Wednesday, April 10</li> </ol>	

11:07	COMMITTEE VOTES & ADJOURNMENT HEATHER WALTER
	<p>Motion to approve minutes (after quorum met at 11:02):</p> <ol style="list-style-type: none"><li>1. Tiffany Schmidt</li><li>2. Pam Duncan</li></ol> <p>Motion to adjourn:</p> <ol style="list-style-type: none"><li>1. Sharon Crawford</li><li>2. Anwar Sadek</li></ol> <p>The committee voted unanimously to adjourn the meeting.</p> <p><b>Next Meeting: Friday, May 3, 2019 10:00 a.m., Kolbe 111</b></p>

# COMMUNICATIONS COMMITTEE

MINUTES

DATE 09/10/19

TIME 1:00 PM

LOCATION KOLBE, 113

MEETING CALLED BY	Heather Walter, vice chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Heather Walter, vice chair	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	<p><b>Attendees:</b> Elizabeth Attalla, Sharon Crawford; Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Elizabeth Kennedy; Tiffany Schmidt; Heather Walter</p> <p><b>Absent with notice:</b> Sherry Sims</p>	
Agenda topics:		
1:00 – 1:05	CALL TO ORDER	HEATHER WALTER
DISCUSSION	<p>The acting chair called the meeting to order and introductions were made to a new committee member. The agenda was approved with motion by:</p> <ol style="list-style-type: none"> <li>1. Amy Freels</li> <li>2. Tiffany Schmidt</li> </ol> <p>The committee voted to unanimously approved the minutes as presented.</p>	
1:05 – 1:30	OLD BUSINESS	HEATHER WALTER
DISCUSSION	<p>After reviewing the 2018-2019 approved committee goals report, the members agreed to the following 2019-2020 goals:</p> <ol style="list-style-type: none"> <li>1. Improve student communications</li> <li>2. Review internal communications processes</li> <li>3. Support ZipAssist as needed with SEFA communications</li> <li>4. Provide support and feedback for branding initiative</li> <li>5. Engage with and support the 150<sup>th</sup> Celebration Committee</li> </ol> <p>The committee unanimously approved the goals without a motion from the membership. Wayne Hill updated the committee on branding efforts with Ologie, an ad agency from Columbus, and UA's Development Department. The agency will tentatively present a branding platform in Nov.</p>	

1:30 – 1:40	NEW BUSINESS	HEATHER WALTER
DISCUSSION	<p>Nominations were taken for committee leadership.</p> <ol style="list-style-type: none"> <li>1. Heather Walter</li> <li>2. Pam Duncan</li> </ol> <p>Nominated Amy Freels and Tiffany Schmidt to co-chair the committee and were unanimously voted to chair. It was agreed that no vice chair was required in this circumstance.</p> <ol style="list-style-type: none"> <li>1. Tiffany Schmidt</li> <li>2. Heather Walter</li> </ol> <p>Nominated Pam Duncan to continue as secretary. The committee unanimously approved.</p> <p>The second Tuesday EOM, 1:00 p.m., KOLBE, 111 was agreed to for future meetings.</p>	
	<b>ACTION ITEMS</b>	
	<ol style="list-style-type: none"> <li>1. Tiffany to ask Annie Hanson to Oct. 8 meeting</li> <li>2. Tiffany to contact USG leadership for committee appointments</li> <li>3. Wayne to contact and Faculty Senate about faculty appointment</li> <li>4. Heather to draft 2019-2020 goals for committee review and approval</li> <li>5. Tiffany to contact ZipAssist to offer SEFA communications assistance</li> </ol>	
1:41	ADJOURNMENT	HEATHER WALTER
	<p>Motion to adjourn:</p> <ol style="list-style-type: none"> <li>1. Pam Duncan</li> <li>2. Sharon Crawford</li> </ol> <p>The committee voted unanimously to adjourn the meeting.</p> <p><b>Next Meeting: Tuesday, Oct. 8, 2019 1:00 p.m., Kolbe 111</b></p>	

# COMMUNICATIONS COMMITTEE

MINUTES

DATE 10/08/19

TIME 1:00 PM

LOCATION KOLBE, 111

<b>MEETING CALLED BY</b>	Amy Freels, co-chair	
<b>TYPE OF MEETING</b>	Monthly Meeting	
<b>PRESIDER</b>	Amy Freels, co-chair	
<b>NOTE TAKER</b>	Pam Duncan, secretary	
<b>ATTENDEES</b>	<p><b>Attendees:</b> Elizabeth Attalla; Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Tiffany Schmidt; Sherry Sims; Heather Walter</p> <p><b>Absent with notice:</b> Elizabeth Kennedy; Robert Peralta; Fathema Yusufi; Sharon Crawford</p>	
<b>Agenda topics:</b>		
1:02 – 1:05	<b>CALL TO ORDER</b>	<b>AMY FREELS</b>
<b>DISCUSSION</b>	The co-chair called the meeting to order and the committee voted to approve the agenda as presented. Minutes from Sept. meeting were approved as drafted.	
1:05 – 1:30	<b>OLD BUSINESS</b>	<b>AMY FREELS</b>
<b>DISCUSSION</b>	<p>The committee was notified of new member appointments: Robert Peralta and Fathema Yusufi.</p> <p>After reviewing 2020 committee goals, Wayne Hill reviewed a branding presentation from an outside ad agency. The committee discussed the attributes and considered how the presentation aligns with the UCCC goals.</p> <p>A request will be made to the sesquicentennial committee for a presentation and discussion on how the committee can support the upcoming celebration.</p> <p>The committee discussed aligning the goals of creating a student-centered culture and improving stakeholder engagement.</p>	
1:30 – 1:40	<b>NEW BUSINESS</b>	<b>AMY FREELS</b>
<b>CUSSION</b>	In determining how to proceed with our goals for the academic year, the committee outlined several activities that support multiple goals. Action items were identified to support those efforts.	

	ACTION ITEMS	
	1: Pam to contact UCM staff about current communication channels and available analytics 2: Tiffany to follow up with ZipAssist on SEFA grant questions 3: Tiffany to confirm 150 <sup>th</sup> presentation for Nov. meeting	
1:41	ADJOURNMENT	AMY FREELS
	Motion to adjourn: 1. Amy 2. Heather The committee voted unanimously to adjourn the meeting. <b>Next Meeting: Tuesday, Nov. 12, 2019 1:00 p.m., Kolbe 111</b>	

# COMMUNICATIONS COMMITTEE

MINUTES

DATE 11/12/19

TIME 1:00 PM

LOCATION  
KOLBE, 111

<b>MEETING CALLED BY</b>	Tiffany Schmidt, co-chair	
<b>TYPE OF MEETING</b>	Monthly Meeting	
<b>PRESIDER</b>	Tiffany Schmidt, co-chair	
<b>NOTE TAKER</b>	Pam Duncan, secretary	
<b>ATTENDEES</b>	<p><b>Attendees:</b> Elizabeth Attalla; Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Tiffany Schmidt; Sherry Sims; Heather Walter</p> <p><b>Absent with notice:</b> Sonia Achaleke; Sharon Crawford; Elizabeth Kennedy; Robert Peralta; Fathema Yusufi;</p> <p><b>Guests:</b> Annie Hanson, Steve Sedlock</p>	
Agenda topics:		
1:07 – 1:09	CALL TO ORDER	TIFFANY SCHMIDT
<b>DISCUSSION</b>	<p>The co-chair called the meeting to order and the committee voted to approve the agenda as presented. Minutes from Oct. meeting were approved as drafted.</p> <p>Motion to approve:</p> <ol style="list-style-type: none"> <li>1. Heather Walter</li> <li>2. Amy Freels</li> </ol>	

1:05 – 1:30	UNFINISHED BUSINESS	TIFFANY SCHMIDT
<b>DISCUSSION</b>	<p>Annie Hanson, director of community relations &amp; engagement, met with the committee to discuss plans for UA's 150<sup>th</sup> celebration.</p> <ul style="list-style-type: none"> <li>• Each college will be featured in the "Parade of Colleges," a month-long series of department-driven events and activities.</li> <li>• Several working groups (6) are planning various mission-specific activities, events, initiatives.</li> <li>• UCCC can facilitate effective communication with internal stakeholders by helping to define and distribute key messages.</li> </ul> <p>Wayne Hill updated the committee on branding efforts and the VP/Chief Communications &amp; Marketing Search.</p> <p>Steve Sedlock, digital mktg. &amp; comm. manager, discussed current communications channels and impending plans to develop a campus-wide communications survey. Heather is available to contribute to the development of the survey.</p> <p>Tiffany Schmidt updated the committee on the SEFA grant. The committee learned that there is a 99% retention rate for students who utilized the grant. Development is now managing the acquisition of new funds.</p>	
1:52 – 2:00	NEW BUSINESS	TIFFANY SCHMIDT
<b>DISCUSSION</b>	The December meeting will take place as scheduled. Off-campus committee members may participate via WebEx.	
	ACTION ITEMS	
	<ol style="list-style-type: none"> <li>1: Heather to assist with UCM survey. (Date TBD)</li> <li>2: Heather to manage WebEx if needed for December and future meetings.</li> </ol>	
2:05	ADJOURNMENT	TIFFANY SCHMIDT
	<p>Motion to adjourn:</p> <ol style="list-style-type: none"> <li>1. Heather Walter</li> <li>2. Kristin Foy-Sampson</li> </ol> <p>The committee voted unanimously to adjourn the meeting.  <b>Next Meeting: Tuesday, Dec. 10, 2019, 1:00 p.m., Kolbe 111</b></p>	