

COMMUNICATIONS COMMITTEE

MINUTES

DATE 11/30/18

TIME 10:05

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Julie Cajigas, chair	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	Attendees: Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Tiffany Schmidt; Heather Walter Absent with notice: Elizabeth Kennedy Julie Cajigas	
Agenda topics:		
10:04 – 10:06	CALL TO ORDER	JULIE CAJIGAS
DISCUSSION	Presiding chair (Walter) called the meeting to order. The committee did not request changes to the agenda. As the October meeting was an informal presentation of the student SEFA campaign proposals, minutes were not taken.	
10:08 – 10:45	OLD BUSINESS	JULIE CAJIGAS
DISCUSSION	Heather Walter led a review of the SEFA student PR campaign and calendar (See appendix with calendar details). Committee agreed to review social media analytics and post-campaign data from ZipAssist to determine effectiveness. Phase two of this campaign will focus on “Families Helping Families” campaign support.	
10:45 – 10:53	NEW BUSINESS	WAYNE HILL
DISCUSSION	1. Committee goals for 2018-2019 were discussed. Final language will be reviewed by committee and approved by Wednesday, December 5. 2. New committee roster was distributed.	
10:53	ADJOURN	WAYNE HILL
DISCUSSION	Motion to adjourn: 1. Heather Walter 2. Tiffany Schmidt The committee voted unanimously to adjourn the meeting. Next Meeting: January 18, 2019 2:00 a.m., LH, 416	

Appendix

Content Posting Calendar - Student Emergency Financial Aid (SEFA) Campaign

26-Nov	27-Nov	28-Nov	29-Nov	30-Nov
Screen Recording Video - YT, I, FB, SN (Team 2)	Snapchat Series, First Snap - SN (Team 1)	Did You Know Parent Group Post 1 - FB (Team 2)	Twitter Thread - T (Team 2)	Humans of New York Post 1 - I, FB (Team 3) BOOST \$20
			Zippy Video - YT, FB, T (Team 1) BOOST \$80	Snapchat Series, Second Snap - SN (Team 1)

3-Dec	4-Dec	5-Dec	6-Dec	7-Dec
Instagram Story - I Highlight (Team 3) Boost \$30				
	Instagram Quiz Post 1 - I (Team 1)	Did You Know Parent Group Post 2 - FB (Team 2)	Insta Quiz Winner Announcement (Team 1)	Humans of New York Post 2 - I, FB (Team 3) BOOST \$20
	Instagram Quiz Post 2 - I (Team 1)	Snapchat Series, Third Snap - SN (Team 1)		Snapchat Series, Fourth Snap - SN (Team 1)
	Instagram Quiz Post 3 - I (Team 1)			