

COMMUNICATIONS COMMITTEE

MINUTES

DATE 06/15/18

TIME 10:04

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Julie Cajigas, chair	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	<p>Attendees: Julie Cajigas; Pam Duncan; Amy Freels; Kristin Foy-Sampson; Wayne Hill, Tiffany Schmidt, Heather Walter</p> <p>Absent with notice: Elizabeth Kennedy</p> <p>Absent without notice: Marca Kaplar; Jeremy Kerola,</p>	
Agenda topics:		
10:03 – 10:08	CALL TO ORDER	JULIE CAJIGAS
DISCUSSION	<p>The chair called the meeting to order. New member Tiffany Schmidt was introduced and welcomed to the committee. The committee reviewed and approved the April 2018 minutes.</p> <p style="padding-left: 40px;">Motion to accept minutes:</p> <ol style="list-style-type: none"> 1. Heather Walter 2. Julie Cajigas <p style="padding-left: 40px;">The minutes were unanimously approved.</p>	
10:08 –	OLD BUSINESS	JULIE CAJIGAS
DISCUSSION	<ol style="list-style-type: none"> 1. The committee discussed information shared by the director of ZipAssist at the April meeting and considered strategies and tactics to support the “Families Helping Families” fund and the UA food pantry. The committee considered the following: <ol style="list-style-type: none"> a. Create a campaign for both initiatives in collaboration with relevant campus stakeholders. Suggested tactics include: <ul style="list-style-type: none"> • Social media messaging • WZIP PSA campaign • Faculty scripts for use in syllabi and the first day of classes • Student outreach at informal campus settings • Faculty/Staff outreach via constituent representatives b. The committee discussed meeting in two-week increments to expedite efforts in time for the fall term and will invite: <ul style="list-style-type: none"> • Student Engagement & Success chair and ZipAssist director to a meeting to advise and collaborate. <p style="padding-left: 20px;">Action Items:</p> <ul style="list-style-type: none"> • Julie Cajigas and Wayne Hill will draft a PR strategic plan. • Pam Duncan will obtain updated information on the food bank. 	

10:45 – 11:18	NEW BUSINESS	WAYNE HILL
DISCUSSION	1. Wayne Hill discussed pending recruitment/marketing initiatives with the committee and a Q&A followed.	
11:18	ADJOURN	JULIE CAJIGAS
DISCUSSION	Motion to adjourn: 1. Heather 2. Amy Freels The committee voted unanimously to adjourn the meeting. Next Meeting: July 20, 2018, 10:00 a.m., LH, 414	