

## **Communications Committee Meeting Minutes**

Thursday, September 21, 2017

MU 206, Noon – 1:00 pm

1. **Welcome – Tim Walling.** Tim shared the secret word for those attending today's meeting.
2. **Committee Purpose.** The committee has a stated purpose.
3. **Goals and Strategies for year.** Committee members are encouraged to submit potential committee goals to the chair by next week.
4. **Communication updates:** The committee welcomes ideas on how to make social media communications more personal and to increase followership.
  - A. **Facebook Updates.** Our Facebook page has 719 Followers and 736 Likes. Janette Moerer will continue to manage the Poly Facebook group.
  - B. **Sparky's Scoop -** deadline to submit items for monthly subscriber email is the 15th of the month for the next month's issue, sent to subscribers the 1st week of the month
  - C. **Other Social Media**
    - i. **Twitter.** We have not used our Twitter account since 2015.
  - D. **Event Notifications.**
    - .The CSW conference is Oct 4 at Downtown, Polytechnic, and West and October 5th at Tempe campus. Volunteers are still needed at Tempe.
    - i.The Homecoming Block Party is on October 28. The exact time is to be announced. Volunteer sign ups to come out soon.
  - E. **Other.**
    - .Sun Devil Rewards secret words will be added to all events and meetings. Attending earns 100 points. Volunteering at events earns an additional 250 points.
    - i.Jared will investigate using Hootsuite to help coordinate the committee's social media efforts.
5. **Old Business**
  - . **Minutes.** There were no minutes available to approve. Jared and Steve will collaborate to prepare minutes for the September 21 meeting.
6. **New Business**
  - . Staff Council is submitting a letter to President Crow regarding staff salaries.
  - A. Janette suggested posting welcome videos from each council vice president and posting them on the web site. She can send a general script for each VP. Videos can be posted on the Staff Council Website, and the URL can be posted on social media.
  - B. The committee is encouraged to use more pictures and videos when they post. These are available on our Flickr account.
  - C. Janette will add Tim and Steve to the Poly Sunrise.
  - D. The university is moving towards using iSearch for employee contact information, biographies, etc.
7. **Adjournment.** The meeting adjourned at 12:55pm..

**Next meeting is October 19, 2017, MU 210 – Room, Noon – 1:00pm**