



UNM Staff Council

Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing

Date/Location: Friday, April 10, 2015, 3:00 pm – Faculty & Staff Club

DiNaro, Monica Montoya, Marjorie Crow

Members Excused: Josh Clifford

Members Present: Marcos Abeyta, Pam Castaldi, Dorene DiNaro, Monica Montoya, Mark Reynolds, Lisa Walden

	Subject	Notes	Action Items	Who
1	New co-chair	Lisa has volunteered to be co-chair with Pam – no discussion	None	
2	Committee charge	<p>Lisa and Pam gave an overview of the new proposed structure of the Communications & Marketing committee. The new charge will to be to provide marketing and communications for the Staff Council directly to the University instead of providing marketing and communications for each individual committee. Goals this year include:</p> <ul style="list-style-type: none"> • Establishing graphic standards to be used across the Staff Council & its committees; • Identify and achieve 2-3 attainable marketing goals that will promote the identity and purpose of the Staff Council to staff and the University <p>Committee discussed the use of the listserv by the councilors to market their own non-staff-council sponsored events directly to their constituents and who exactly owned that. It was determined that Kathy Meadows was the only one that can really own the website or the listservs and it was clear that there need to be processes and procedures around how to post something on the listserv.</p>	Meet with Kathy to discuss listserv use	Pam/Lisa
3	Marketing Plan	Discussed current Marketing Plan that was put in Google Drive prior to meeting. It was agreed that we need to prioritize from the task list and develop the goals that we want to focus on. There was discussion around who would approve the plan, whether it would be Kathy, Exec, or presented directly to the counselors at a SC meeting. Pam and Lisa will explore that further. The first priority is to finalize the Marketing Plan as much as possible so that it can be presented.	Add comments on Google Drive or send emails to Pam and Lisa with comments or concerns about this Marketing Plan	Mark, Marcos, Dorene, Monica , Marjorie, Josh

4	KNME Video	The current "script" for the 3-minute video was distributed to the committee. Pam asked everyone to give her feedback after they looked at the document on either google docs or email. It was noted that the budget for this video was \$5000 and there was discussion as to how this got approved and what its purpose was. Lisa and Pam will continue to work directly with KNME to get the video produced by July. The first taping will be at the Tree Planting/Time Capsule event at the Faculty & Staff Club on May 8, 2015 @ 12 pm.	Review KNME "script" on Google Drive	Mark, Marcos, Dorene, Monica , Marjorie, Josh
5	Jim Davis Award	The awards and recognition committee contacted Pam to ask for help with both the graphics of the actual form for the award nomination form and to help them market the award so that they get more applicants. Nominations open on May 1 and the decision will be made the first week of June. Mark Reynolds gave a history of this award and a good synopsis of how the rewards and recognition committee works. Dorene DiNaro and Monica Montoya offered work on the award and would get those revisions to Pam within the next week or so.	Redesign flyer - Monica (done) Redesign form - Dorene/Pam (done)	
Next meeting is May 13, 3:30, FS Club				

Communications Committee Roster, 2012-13			
Name	Department	Phone	Email
Marcos Chavez Abeyta	IT	7-5191	mabeyta@unm.edu
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Monica Montoya	Office of Clinical Affairs	2-8048	monmontoya@unm.edu
Mark Reynolds	IT Networks	7-5988	reynolds@unm.edu
Lisa Walden (co-chair)	Bookstore	7-7494	lwalden@unm.edu