



## Staff Council Standing Committee Minutes

Committee Name: Communications & Marketing Committee – Pam Castaldi, Chair

Regular Meeting time: 2<sup>nd</sup> Wednesday of each month, 3:30-4:30 p.m.

Meeting Date and Place: Wednesday, Feb. 11, 2015 – Faculty Staff Club

Members Present: Mark Reynolds, Josh Clifford, Lisa Walden, Pam Castaldi

Members Excused: Dorene DiNaro, Monica Montoya, Marjorie Crowe

Members Absent: Marcos Abeyta, Mike Gatchell, Marie McGhee

Minutes submitted by: Lisa Walden, Pam Castaldi

	Subject	Notes	Action Items	Who
1	Announcements	Matt Maez had to resign from committee		Pam
	<b>Project Updates</b>			
3	Kindness Chain flyer	Dorene did Kindness Chain flyer		
4	Website	History page	Still need the pictures received from Archivist for website posting.	Dorene
5	Strategic plan tech editing	Josh completed edits and sent to Kathy and Renee on 1/13/15		Josh
6	Impact & Outlook Report for SC	Due April	Pam will find out what this is exactly.	Josh
7	Social Media survey	Mark has sent it to Exec already and they sent it back for him to send to IRB; Mark sent to IRB and has since resent to Exec but no response yet; Mark is concerned about what will be done with this information (Matt Maez put together survey) and if the initiative is worth pursuing		Mark
8	C&M Vision & Tasks	Group discussed what our overall mission as a committee should be; Lisa responded that this committee should be used as an actual communications & marketing vehicle for Staff Council, period; not for events or other departments or other Staff Council committees, but to actually brand and market Staff Council to the University. We decided to focus on marketing plan as sole task for committee. Once marketing plan has been designed and implemented we will cut back to quarterly meetings.	Lisa will go through the Google docs and update the vision and tasks to reflect just supporting the marketing needs of SC directly. Lisa will find branding doc that she did for Bookstore and send to committee, and will send any other relevant info on branding as well.	Lisa
9	KNME video	Mark suggested that Lisa also attend the KNME meeting to discuss SC @ 25 years video that is slated to be produced.	Meeting is March 5, 2015 @ 1:30 pm at KNME; Mark, Pam and Lisa will attend.	

10	Next Meeting	March 11, 2015 3:30pm, Faculty Staff Club		
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### Communications Committee Roster, 2012-13

Name	Department	Phone	Email
Marcos Chavez Abeyta	IT	7-5191	<a href="mailto:mabeyta@unm.edu">mabeyta@unm.edu</a>
Pam Castaldi (Chair)	Language Learning Center	7-7368	<a href="mailto:castaldi@unm.edu">castaldi@unm.edu</a>
Josh Clifford	Psychiatry Research	925-4344	<a href="mailto:jcliff89@gmail.com">jcliff89@gmail.com</a> , <a href="mailto:jcliff@unm.edu">jcliff@unm.edu</a>
Marjorie Crow	Art & Art Hist.	7-5861	<a href="mailto:mcrow@unm.edu">mcrow@unm.edu</a>
Dorene DiNaro	Division of Student Affairs	7-5299	<a href="mailto:ddinaro@unm.edu">ddinaro@unm.edu</a>
Mike Gatchell	NMEL	7-6770	<a href="mailto:gatchell@unm.edu">gatchell@unm.edu</a>
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