JCU Staff Council
Communications Committee Meeting
Monday, June 27, 2016

Attendees | Connie Brooks, Samantha Cocco, Troy Field
Absent | Megan Wilson-Reitz

- Opening Remarks
  - Sam collected committee member office phone extensions and cell phone numbers.
  - Sam gave an update on what was discussed at the most recent Executive committee meeting.
  - The Communications committee will meet in June (today), August, October, December, February, and April.

- July Newsletter
  - Last newsletter was sent out on May 11.
  - Committee Highlight will be replaced with recent changes in Staff Council (positions, news about meetings for the years, etc.). Sam will write.
  - Staff Highlight will be of all four Staff Award winners – Louise Barmann, Joel Mullner, Stephanie Cerula, and Brent Russ. Connie will interview Louise and Joel; Megan will interview Stephanie and Brent. Megan and Connie will come up with questions and style before beginning.
  - Main article will feature Facilities and Grounds work and all of the changes they're making over the summer – including repaving, O'Malley, etc. Focus on things that will affect all staff. Troy will write.
  - Troy will collect 'who's new' and 'onward and upward' from HR.
  - Drafts due in Basecamp by July 15.
  - Scheduled send date of July 29 or earlier.

- Responsibilities of Committee
  - Coordinate web calendar updates on monthly basis – Connie
  - Administer focus groups and surveys as needed – Connie
  - Act as liaison to Executive Committee – Sam
  - Year-end report to be written in May 2017 – Sam
  - Coordinate all other updates to website as needed – Sam
  - Administer staffcouncil@jcu.edu email address as needed – Sam
  - Posting answers to questions that come in via the website as provided – Sam
  - Typing up this committee and full Council meeting minutes every other month – Sam
  - Requesting minutes, meeting dates, and events to add to web calendar from committees on monthly basis – Megan
  - Crafting all-staff emails as requested – Megan
  - Sending all-staff emails as requested via MailChimp – Troy
  - Coding and sending newsletter 4x/year – Troy

- New ideas
  - Staff council blog and monthly direct emails
    - These were brought up in February; revisited and determined that they would not be a worthwhile use of our time. Since we keep newsletter articles on the web pages, it almost serves as a blog anyway.
    - Eric's committee and sometimes Mary Ann's sends out periodic emails and we feel staff are receiving enough information.
    - Tabled for survey of all staff as ideas they can 'vote' on.

- Instagram account
  - All Staff Council members would have access to post photos of events, staff members having lunch together, etc.
  - Tabled for survey of all staff to ensure this will be used.
- One-page informational sheet about Staff Council
  - An idea from Kevin.
  - We could collaborate with Brian's committee and this could be given to new staff members during their orientation.
  - It would also be available on the web to download.
  - Sam will talk with Brian about coordinating the two committees to put something together.
- Survey of staff after first two years
  - Ask the questions: what is Staff Council doing well? What is not going so well? What else we should be doing?
  - Ask about things we are currently doing that we could stop doing – recording All Staff meetings, use of Google calendar.
  - Ask about things we are not doing that we could start if people will utilize them – Instagram account, one-page informational sheet, blog, monthly emails.
  - Connie will start work on this survey and we can present it to the Staff Council in July.
- Staff Council's year in review on website
  - We already have the year-end reports that are internal, perhaps we can pull information from them that can be published.
  - Sam will talk to Mike/Rory about accessing these reports.
- New ideas for newsletter
  - The committee is mostly happy with the newsletter.
  - Instead of continuing to highlight Staff Council committees, we will highlight Staff Council events and news of the past and upcoming quarters.
  - We could also highlight a particular department of staff, Administrative professionals around that time of year, etc.
  - It was suggested we could try to incorporate more photos and videos of various departmental outings, Friday lunches, etc., knowing that people like to see themselves.
- Marketing of Blue Gold days
  - We could put something in Inside JCU and Lobovision at the beginning of each semester to both faculty/staff and students. Make it more campus wide, encourage student participation.
  - Idea to recognize people for wearing blue and gold, whether or not it was intentional – give them a sticker or take their picture and put it on Instagram.

- Tabled – Discussion about webapges
  - At the next meeting, we will pull up the website and review it
  - Changes made to webpages: (Sam's notes) All permalinks updated; awards page updated with recipients; members and exec pages updated; added new 'former members of staff council, thank you for your service' page; reworked newsletter pages; moved Carroll Star, all minutes short codes updated; 2015-2016 minutes moved; new tables and page created for 2016-2017 minutes; who's new and onward, upward combined. Should we move staff rec, blue gold, staff connections? Do we need Google calendar?