# COMMUNICATIONS COMMITTEE

**MINUTES**  
**DATE** 07/20/18  
**TIME** 10:07  
**LOCATION** LH, 414

<table>
<thead>
<tr>
<th>MEETING CALLED BY</th>
<th>Julie Cajigas, chair</th>
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<tr>
<td>TYPE OF MEETING</td>
<td>Monthly Meeting</td>
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<tr>
<td>PRESIDER</td>
<td>Wayne Hill, Administrator</td>
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<td>NOTE TAKER</td>
<td>Pam Duncan, secretary</td>
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## ATTENDEES

**Attendees:** Julie Cajigas; Pam Duncan; Amy Freels; Wayne Hill, Tiffany Schmidt, Heather Walter

**Absent with notice:** Kristin Foy Sampson; Elizabeth Kennedy

**Absent without notice:** Marca Kaplar; Jeremy Kerola

### Agenda topics:

#### 10:07 – 10:08  
**CALL TO ORDER**

**WAYNE HILL**

**DISCUSSION**

Wayne Hill led the meeting as the chair participated remotely. There were no additions to the agenda. Committee voted to approve agenda as submitted. The committee reviewed the June minutes and voted to accept the minutes as presented.

Motion to accept minutes:

1. Heather Walter
2. Amy Freels

The minutes were unanimously approved.

#### 10:08 – 10:45  
**OLD BUSINESS**

**JULIE CAJIGAS**

**DISCUSSION**

1. A review of the communications plan for a Student Emergency Funding Campaign was discussed by the committee. Ad hoc committee meetings were agreed upon and would be scheduled based on the availability of outside stakeholders (Director, ZipAssist; Director, Student Rec. & Wellness Services). It was determined that each committee member should be available to support a specific tactic on the plan. The committee considered whether a plan could be ready to distribute at convocation, by faculty members as part of their syllabi, or through other relevant student communication channels.

#### 10:45 – 11:18  
**NEW BUSINESS**

**WAYNE HILL**

**DISCUSSION**

1. Wayne Hill provided an update on digital recruitment/marketing initiatives and discussed marketing comps for other higher education institutions. Branding initiatives would be dependent on strategic planning results.
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<td>WAYNE HILL</td>
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**DISCUSSION**

Motion to adjourn:
1. Heather Walter
2. Amy Freels

The committee voted unanimously to adjourn the meeting.

**Next Meeting:** August 17, 2018, 10:00 a.m., LH, 414