COMMUNICATIONS COMMITTEE

MINUTES  DATE 09/28/18  TIME 10:04  LOCATION LH, 414

MEETING CALLED BY  Julie Cajigas, chair
TYPE OF MEETING  Monthly Meeting
PRESIDER  Julie Cajigas, chair
NOTE TAKER  Pam Duncan, secretary

ATTENDEES  Attendees: Julie Cajigas; Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Tiffany Schmidt; Heather Walter
Absent with notice: Elizabeth Kennedy
Absent without notice: Jeremy Kerola

Agenda topics:

CALL TO ORDER
JULIE CAJIGAS

10:04 – 10:06
Committee chair called the meeting to order. Committee voted to approve agenda as presented. The committee reviewed the July minutes and voted to accept them as presented.

Motion to accept minutes:
1. Julie Cajigas
2. Tiffany Schmidt
   The minutes were unanimously approved.

10:08 – 10:45
OLD BUSINESS
JULIE CAJIGAS

1. Julie Cajigas reviewed the SEFA campaign survey being created by students in the School of Communication. Campaign objectives, goals, tactics were discussed. The committee considered the following:
   a. Including traditional demographic prompt
   b. Add landing page details at the end of the survey
   c. Adding question about finances
   d. Making portions of the survey required
2. IRB has conditionally approved the survey.
3. Students will present three campaigns to the committee, and the chosen team will execute their campaign and create content.
4. Julie will contact Bob Kropff to discuss survey distribution.
5. Committee will review a list of tactics and send ideas to Julie in preparation for a mid-month, ad hoc meeting.
6. Tiffany offered to create a Google Team Drive for use with the campaign.
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<th>10:45 – 10:53</th>
<th>NEW BUSINESS</th>
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| DISCUSSION    | 1. Wayne Hill presided over committee elections.  
a. Julie Cajigas was recommended to continue as Chair and was approved unanimously by the committee.  
b. Heather Walter was recommended to serve as Vice Chair and was approved unanimously by the committee.  
c. Pam Duncan was recommended to continue as Secretary and was approved unanimously by the committee. |
| 10:53         | ADJOURN      |
| DISCUSSION    | Motion to adjourn:  
The committee voted unanimously to adjourn the meeting. |

Next Meeting: Oct. 26, 2018, 10:00 a.m., LH, 414