

IAIA Communications Committee

Location: Lloyd Kiva New Welcome Center, Boardroom, Room 202

Date: Tuesday, March 12, 2019, Noon—1 pm

Present: Eric Davis, Tatiana Lomahaftewa-Singer, Nena Martinez Anaya, Judith Pepper, Jennifer Love, Craig Tompkins, Lydia Clark

Absent: Carmen Henan

Call to Order

Overview including New Monitor Communication Tool, Event Restructuring, Communication Plan, and Focus Group and Surveys

Eric Davis talks about what the communications committee will be doing quarterly. He discussed the plan of having the campus TV monitors that are in sync with each other. He talked about event coordination and how to better schedule events on campus. He passed out the communication plan (printout) and asked for people to look through it. He discussed the fact that the official logo is in the process of being registered and trademarked—guidance sought from the school’s lawyers. Lydia Clark mentioned that Cinematic Arts talked about use of official logo in all student films and Eric suggested that the IAIA logo should always be present. Eric talked about focus groups and surveys and how to implement for campus and the Museum. The surveys will focus on the website, social media, newsletter, and the Museum. He talked about IAIA’s new Instagram account and possibly reactivating the IAIA Linked In account.

Eric asked for feedback on the marketing plan and also asked for feedback on survey ideas.

Lydia and Eric asked to introduce all the present members. Lydia stated that in her opinion one of the downfalls for the school is marketing and that she is happy to be involved in the communications committee. Eric asked Tatiana to give feedback about the current status of marketing in general.

Heidi asked what other ways of communication are available other than email. Eric talked about not using texting for anything other than the RAVE alerts. Eric also talked about showing information on the TV screens when the program is launched.

Jennifer Love talked about utilizing Canvas to better share information to students. Jennifer mentioned that some students might receive extra charges for texts.

Craig Tompkins talked about wanting to improve visibility of the Studio Arts program as well as students presentations. Craig talked about having an app for IAIA.

Judith Pepper said that Institutional Advancement markets to about 10,000 people who are mostly external constituents. She talked about having a marketing consultant to look for ways to improve reach. She talked about events that are not well-planned in advance which makes it difficult to constituents to attend campus and student events. She talked about reaching people on a more national level. Eric said that it has been challenging to raise the awareness of

the school nationally. Eric talked about creating a documentary with Tatiana that shows the Museum Collection. Lydia wanted to add that IAIA is not taking advantage of the marketing resources that exist. Lydia wants the Cinematic students to create documentaries for each department. Lydia is looking to heighten the visibility of the school and to reach external constituents. Judith mentioned that OIA created four or five video vignettes and that the marketing was successful.

The rest of the committee members introduced themselves.

Jason Ordaz talked about building a form for website event creation and circulation. The calendar—The IAIA Community Calendar—could exist on the IAIA Portal. Craig mentioned that it might be nice to have filters for events in the IAIA Community Calendar.