

IAIA Communications Committee

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

Date: Wednesday, June 12, 2019, Noon—1 pm

Present: Eric Davis, Tatiana Lomahaftewa-Singer, Nena Martinez Anaya, Danyelle Means, Bryson Myers

Absent: Heidi Brandow, Carmen Henan, Jennifer Love, Craig Tompkins

Eric Davis called for a motion to approve meeting minutes. Tatiana Lomahaftewa-Singer had questions about mobile apps, and the idea that Jennifer Love mentioned with Canvas to communicate to students. Eric talked about only using texting for RAVE alerts. Eric suggested that we look at the Student Handbook regarding social media rules.

Eric asked if there are external events that we need to promote. He proposed that we use recruitment tables at events or other types of tables to disseminate information to students. Nena Martinez Anaya wanted clarification about what the communication committee will do and how it can make change—how do we help build it and make change.

The communication committee agrees that monthly meetings are better for action and strategy. Eric stated that Dr. Martin wanted the communications committee to be formed in order to better serve the community. Tatiana stated that she does not mind that events overlap with each other. Jason Ordaz stated that a online form is the best way to receive and then add events to the new and yet-to-be-published community calendar. Danyelle Means stated that it would be nice to have a community calendar for planning Institutional Advancement events. Tatiana agrees that the calendar would be great for planning her events as well. Jason explained that the new community calendar is only meant for the public and the IAIA community. Private events are available on the EMS system that is managed by Phil Cooney.

Tatiana suggested that we need to ask students what the best way to communicate with them is. Bryson stated that face to face is the best way to communicate happenings to students. Nena said that emails are effective even though students say that they are not. Nena stated colored paper in faculty boxes might help with communications.

Dr. Martin wants the TV screens to have live talking heads announcing happenings and news.

Bryson Myers said that ASG will begin to have a “humor” component in some messages, which he thinks can be effective messaging. ASG wants the students to meet staff and learn more about what they do at IAIA. He wants a staff and faculty forum to discuss communication and to get to know each other. Eric wants a ASG member to be involved in the communications committee so that there would be back-and-forth communication between staff and ASG. Bryson wants ASG members to be more communicative and more accountable with work responsibilities. ASG will have more involvement for staff and faculty.

Danyelle wants to build partnerships with departments to better communicate with students. Danyelle wants to be more involved in national conferences to build an audience and interest to gain donors and funds. Eric asked “who are the actual constituents” and posed the question to Danyelle and the committee. He wants this answer in order to formulate a good plan.

Tatiana said that the committee needs to focus on who the audience is and strategize goals and actions. She wants a plan in place.

Danyelle suggested that all events be on a Microsoft Outlook Calendar.