

IAIA Communications Committee

Location: Lloyd Kiva New Welcome Center, Boardroom

Date: Wednesday, July 31, 2019, 10 am—11 am

Present: Eric Davis, Danyelle Means, Paul Moore, Tatiana Lomahaftewa-Singer

Absent:, Nena Martinez Anaya, Jennifer Love, Bryson Myers, Carmen Henan, Lara Evans

Call to Order: July 31, 10:05 am

Meeting minutes approved by the committee. Eric Davis passed around the website survey for review. Eric stated that the website survey will be available on the website within the month. Paul Moore mentioned that the website is a big improvement over the previous version. Tatiana Lomahaftewa-Singer asked to include a mobile version question in the survey. Tatiana questioned whether or not to include gender in the survey. Jason mentioned that he will look into disabling the subscribe form by IP address (so the form does not show up for IAIA campus IP addresses).

Eric talked about the TV screen signage (test version displayed on the screens in the boardroom at the time of the meeting). Tatiana suggested that we have IAIA trivia in the TV screens. Jason Ordaz talked about the different applications on the digital signage and gave a demonstration of the TV screen signage system. The committee asked if it is possible to people to steal or remove the Amazon 4K Fire Sticks.

Eric showed the previous print ad with Dean Char and he stated that he wants Joy Harjo to be the next person in the ad. Danyelle questioned whether or not Joy Harjo is the right person for the ad, she suggested someone younger to appeal to students. Danyelle suggested that Cannupa Hanska Luger, George Alexander, and Chaz John might be good people for the ad. The committee asked if several people can be included in the ad, not just one person. Danyelle stated that the image is more important than the story.

Eric stated that he is in the process of finalizing the marketing plan. He asked for feedback from the committee. Eric plans to send the draft marketing plan to the committee within the month.

Eric talked about community events and how to communicate those to staff, faculty, and students. Jason showed a web page (working draft) that showed how community events would be listed on the website and on the TV screen signage.

Tatiana asked to see the study from a few years back (the IAIA marketing and branding study).

Jason talked about the subscribe to text initiative for Indian Market events. He showed the committee the web page where the sign up is located.