

IAIA Communications Committee

Location: Lloyd Kiva New Welcome Center, Boardroom

Date: Friday, October 18, 2019, 2–3 pm

Present: Eric Davis, Paul Moore, Tatiana Lomahaftewa-Singer, Jason Ordaz, Ryan Flahive, Nena Martinez Anaya, Lisa Fulton, Danyelle Means

Absent: Bryson Myers

Call to Order: October 18, 2:07 pm

Eric Davis said the website survey has had good feedback and he plans to leave it on the website a little longer.

Eric asked committee members for feedback on the Marketing Plan. Nena Martinez Anaya shared some feedback about the Marketing Plan and she wanted to know what its tactical component is. Nena suggested that the Marketing Plan reads more like a Vision. Nena suggested that we possibly tie the Enrollment and Retention Plan to the Marketing Plan. Eric and Nena stated that they will have a one-on-one meeting to discuss.

Danyelle Means feels as if the school should have a graphic designer on staff, and Nena agrees. Danyelle asks the question where the graphic designer would reside. Danyelle has stated she has spent a significant amount of funds on outside design contractors. Eric talked about the job description for a social media marketing manager through a recently acquired grant. Ryan Flahive suggested that we incorporate a graphic designer into the job description (through the grant). Committee members suggest that we incorporate a graphic designer as half of the job description and in the marketing plan.

Jason Ordaz talked about including a half-time editor in in the Marketing Plan. Jason talked about his experience with working on professional projects and the need for having an editor. A few other committee member agreed with Jason. Nena suggested that we spend time working on the plan to make sure that we reach our goals of the Marketing Plan and specific goals of each department.

Tatiana Lomahaftewa-Singer said that the committee is a good cross-section of staff to help achieve the goals of the Marketing Plan. Tatiana also mentioned that she would talk to Patsy Phillips about the communications committee to see if she had any feedback. Paul Moore mentioned that it would be nice to have one person to edit and design all department materials to keep a consistent message. Lisa Fulton suggested that staff personally engage on social media platforms in order to increase awareness.

Ryan asked about using Twitch to interact with students.

Eric asked about feedback on the screens. Danyelle asked about the monitors and how to submit. Jason asked about how the community calendar is working to see if any improvements can be made

Eric shared a printout of the joint ad for the Museum and IAIA (designed by Sallie Wesaw).