

IAIA Communications Committee

Location: Lloyd Kiva New Welcome Center, Boardroom

Date: Friday, December 6, 2019, 3–4 pm

Present: Eric Davis, Tatiana Lomahaftewa-Singer, Jason Ordaz, Ryan Flahive, Danyelle Means, Mary Silentwalker

Absent: Bryson Myers, Nena Martinez Anaya, Lisa Fulton, Paul Moore

Call to Order: December 6, 3:06 pm

Eric Davis shared a print version of an ad that was made for the Museum and campus. Eric talked about the Music Survey—committee members approved the survey. Eric talked about the Strategic Marketing Plan and he feels as if it is ready to share with Dr. Martin. Ryan Flahive asked if revisions were made to the plan since the committee last met—Eric replied “No.” Danyelle Means wants to know why Alumni are not used as a resource in the Marketing Plan. Eric stated that he wants to use the Alumni whenever possible.

Tatiana Lomahaftewa-Singer talked about paid advertising in the Marketing Plan and she said that it seemed to be targeted to local rather than national and international constituents. She wants to be more strategic with regional centers (Heard, etc...). Eric said that all of the funds are used for local advertising due to the cost of national advertising. Tatiana focused on the keyword “collaborative” that was called out in the Marketing Plan and she suggests that we concentrate on other institutions that can leverage our marketing. Constituents that we can focus on are alumni, students, and educators. Danyelle stated that the increase of communication between departments is important and that we should build on that.

Eric talked about an instance where six different events were scheduled on one day, as well as general conflicts that happens on campus. Eric referenced the IAIA Community Calendar (on the TV Screens and on the website under Portal) and he talked about event creation. Eric passed around a printed page of his notes regarding event creation. Ryan mentioned that the Dean of Students approves fliers, but not emails, and unfortunately flier creation does not cross-reference events.

The committee agrees that there are too many silos on campus. Jason Ordaz talked about the issue where the Meow Wolf event conflicted with the Senior Presentation event. Jason asked whether or not we should create an event committee that could meet quarterly. The committee talked about a lot of ways to try to make improvements to event creation and event conflicts. Ryan asked if the EMS form can go to Marketing to see if the event can be added to the community calendar. Eric stated that the Museum might sometimes have events that conflict with campus events. Eric stated that he will contact Facilities to see if he can get CC'd on EMS event creation requests.

Eric talked about how Marketing is going to roll out a Workorder system that will aid in adding events to the website, TV screens, and in social media. Eric stated that he is going to contact Jackie, Doris, and Delight about event creation.

Eric talked with Dr. Martin and Aimee about the graphic designer position. The finance department needs the departments to identify the exact costs of graphic design expenses. Ryan wanted to know which departments use a graphic designer. The following departments use graphic design services: Marketing, Admissions, Advancement, Museum, Student Life, and Student Success.

Eric shared the new job description (printed page) for the Social Media and Content Specialist with the committee. Tatiana said to add the word "Contemporary" should be added to "Familiarity and [Contemporary] Native and Indigenous..." Ryan stated that writing style is important and should be added to the job description.

Meeting adjourned at 4:01 pm.