

IAIA Communications Committee

Location: LKN Conference Room

Date: Friday, February 28, 2020, 3–4 pm

Present: Eric Davis, Tatiana Lomahaftewa-Singer, Jason Ordaz, Danyelle Means, Ryan Flahive, Jeminie Shell, Lisa Fulton

Absent: Nena Martinez Anaya, Paul Moore, Lara Evans

Call to Order: 3:05 pm

Eric Davis called for the previous minutes to be approved, Lisa Fulton and Tatiana Lomahaftewa-Singer approved. Eric talked to Jeminie Shell about the need to having a community calendar. Eric mentioned that MARCOM is going to start a ticketing system for all requests that come to MARCOM (press releases, newsletter, social media, website, TV screens, etc.). Jason Ordaz talked about how the ticketing system would function. Jason stated that requests would be created through a online ticketing system instead of email, similar to what IT and Facilities use.

Eric talked about the graphic artist position and he said that Dr. Martin wants to see what departments spend on graphic artists.

Eric talked about Nicole Lawe and that she is starting to come up with procedures and processes for social media platforms. Lisa asked Eric if Nicole is going to keep some of the smaller Facebook and Instagram pages. Eric stated that Nicole is going to look into and research all the social media pages and make a determination. Jason stated he talked to Nicole about his long-serving idea of adding schedules (more better reach and interaction) on social media instead of having smaller pages that become inactive.

Eric showed the committee his latest ad with Joy Harjo and he asked for input. Tatiana mentioned that it would be important to think about age group when coming up with National ads. Eric mentioned that he is spending money with local newspapers, in Taos and Santa Fe. Eric stated that Patsy Phillips advertises in National magazines. Eric stated that the Joy Harjo ad would run in the Tribal College Journal (TCJ). Jason stated he could create short URLs for ads to track people who type in custom-made URLs.

Tatiana talked about the recent Reporter cover which showcased the IAIA student who won first place in the photography contest. Jason and Eric agreed that they will post to social media.

Jason asked about the community calendar, on the website and TV screens, and wanted to receive feedback. Committee members stated that they feel the community calendar is a nice addition for being transparent about happenings and events.

Committee members want all IAIA videos to be captioned. Jason will talk with the Title IX coordinator about adding captions to all videos.

Jason asked if the Museum would be interested in having the ScreenCloud Service on a TV at the Museum. Lisa said that she would discuss it with Museum staff.

Meeting adjourned at 3:52 pm.