

IAIA Communications Committee

Location: ZOOM

Date: Thursday, December 10, 2020, 3–4 pm

Present: Eric Davis, Jason Ordaz, Danyelle Means, Nena Martinez Anaya, Paul Moore, Porter Swentzell, Tatiana Lomahaftewa-Singer, Mattie Reynolds, Mary Silentwalker, and Ryan Flahive

Absent: Lara Evans, Shelley Patrick, Nicole Lawe

Call to Order: 3:03 pm

Eric Davis asked to approve minutes—Danyelle approved, Paul seconded. Eric let people know that updated information on COVID-19 is posted to the website and thanked everyone for their work.

Eric talked about Zendesk ticket system and thanked Jason for doing the work on the project. Jason Ordaz purchased the ticket system with funds procured from the 2020–2021 Strategic Unfunded Request initiative. Jason researched, authored, and submitted the request for \$4,464 in September 2020. Funding will not be renewed for the 2021–2022 fiscal year and MARCOM will have to pay the annual fee out of its budget. (Proposal attached to the minutes.) The ticket system will not be like any other that IAIA currently uses. It will be a two-way communication between people requesting services of MARCOM, meaning that the system is cloud-based that people can view and comment on the status of their tickets. Hopefully this will allow for better communication between the IAIA community and all three staff members in the MARCOM department.

Eric talked briefly about the Virtual Open House and he said that Nicole could send social media analytics.

Eric talked about the marketing plan and said that he would share it with people in the committee. Eric is hiring an outside marketing firm to review all marketing materials (newsletter, press releases, internal email communications, website, social media, and more).

Eric talked about a new ad campaign that he designed with Hunting Horse graphic design company and he then shared his screen and presented the ad. Porter Swentzell offered a few criticisms about the wording in the ad and said that it was disjointed and did not make sense and said that there was a jumbling of words. Porter suggested a complete rewrite in order to convey a clear message.

Mary Silentwalker also offered criticisms about the design, image choices, and word meanings—like not stating that we are a tribal college, and using words like “body” and “shape” because that can be demeaning towards physical appearance. Danyelle Means also offered some criticism about the images. Tatiana Lomahaftewa-Singer mentioned that there weren’t any photographs of actual art, considering that we are an art school there should be, and she said it seems like the ad is for a school of medicine.

Mary mentioned using new words like “Art, Culture, Tradition (or Creativity).” Nena Martinez Anaya recommended “Art, Culture, Community.” Mattie Reynolds said that she does not like the diagonal lines in the ad that she would prefer straight lines. Paul Moore recommended that it might be better as three ads, instead of one ad. Ryan Flahive did not enjoy the ad and he said it feels very “Santa Fe.”

Eric talked about events and the fact that because of COVID-19, that we are not holding any on campus or the Museum. Danyelle stated that her special events manager, who was just

hired, is going to be working on a host of new special virtual events, and that the “events” discussion should not be closed. Mary stated that we should continue to have virtual events and that there is an importance to continue with hosting them. Danyelle agreed, and again stressed the importance about having events.

Jason talked about the community calendar that is on all TV screens and the website, and he mentioned how the events are being populated. He said that every time an email is sent to the IAIA community that he adds the event information to the calendar, following the convention of using title, location, and time range. If other details are available, like a link or short description, he adds that information as well. Jason suggested that we continue to use the system currently in place, and that there isn't necessary a need to start another separate committee with event personnel. If someone wants to add a community event, but does not want to send an email to the IAIA Community, then they can send the information to Jason, or add a ticket with the Zendesk ticket system is live. Eric said that he wanted to discuss events with Mattie Reynolds, Winoka Yepa, Paul Moore, Jackie Chitto, Doris Hernandez, Delight Talawepi, Nena Martinez Anaya, and Beth Karevicius.

Danyelle talked about hiring a fundraising consultant and she said MARCOM would be involved in the discussion. Advancement's new goal is to raise three million dollars.

Danyelle talked about having more involvement from the IAIA Alumni Council and the Alumni Relations Manager will be working on new initiatives. Danyelle may do a fundraiser in the spring which will be centered around health and wellness. The fundraiser will raise money for the general scholarship fund. Eric talked about doing “out of market” events for fundraising. Tatiana wants to have the word “community” to be a key theme for the upcoming year and all committee members agreed with her sentiment. Nena and Danyelle like Tatiana's idea and they want to weave the theme throughout their programs.

Meeting adjourned at 3:43 pm.