

IAIA Communications Committee

Location: ZOOM

Date: Thursday, February 18, 2021, 3–4 pm

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

Absent: Tatiana Lomahaftewa-Singer

Call to Order: 3:03 pm

Eric Davis called the meeting to order at 3:03 pm. Ryan Flahive and Paul Moore approved the minutes.

Eric talked about the marketing plan and mentioned that MABU is in the process of reviewing marketing materials. Eric said that he will send the policies and procedures manual to the committee in the near future. Eric talked about coming up with a new tagline for the school.

Jason Ordaz talked about ZenDesk support and where it currently is at. He said that ZenDesk is in the process of restructuring the account to include addons that were not included as part of the contract—a fault of ZenDesks. No ETA of resolution was mentioned.

Eric talked about creating events and mentioned how Jason sent an invitation to committee members to view the IAIA Community Calendar in Office365. Eric mentioned the people who he wanted to contact about meeting creation (see previous meeting minutes). Paul mentioned to include Angie Brown. Danyelle Means mentioned that ASG should be included in the list. Jason talked about how the community calendar works and its ease of use. Nena Martinez Anaya asked if she would be the point of contact as the meeting creator for SSC and Eric agreed.

Eric asked if committee members had seen the new ad. He asked people to send comments to him via email. Comments were not open for discussion during the meeting.

Eric talked about print signage on campus in order to promote the Museum—to create a better relationship between campus and the Museum. Ryan offered a didactic panel in the museum store a few years ago and it was declined for use by Museum staff. Ryan asked if Eric is part of the 50th anniversary discussion and Eric confirmed that he is. Paul also talked about the disconnect between the Museum and campus and gave examples about senior exhibitions. Jason talked about the Museum TVs and asked Ryan if he could send copy and imagery to be added to the Museum Store TV for rotation. Danyelle asked about campus signage and mentioned that all the signage needs revamping. Ryan talked about a GPS-based map and Jason mentioned the LiveSafe app and that it will include GPS capability. Porter expressed that the campus signage is confusing and needs to be replaced.

Eric is planning to talk with Nena and Mary Silentwalker about the advertising campaign for retention, and he wants to market to a younger crowd. Porter asked for further clarification about what Eric's plan is for a retention campaign. Paul talked about the fact that we tell the stories of the successful people, but not necessarily the not so successful IAIA artists. Danyelle wants to be involved with a retention campaign. Porter talked about his own experiences attending college and that there should be a broader conversation about what college success means. Danyelle agreed with Porter and his sentiments.

Eric asked about new business and no-one offered input.

Meeting adjourned at 3:55 pm.