

IAIA Communications Committee

**Location:** ZOOM

**Date:** Thursday, April 22, 2021, 2–3 pm

**Present:** Eric Davis, Jason Ordaz, Nena Martinez Anaya, Porter Swentzell, Mary Silentwalker, Beth Karavicius, Tatiana Lomahaftewa-Singer, Nicole Lawe, and Ryan Flahive

**Absent:** Mattie Reynolds, Paul Moore, Matthew Eaton

**Call to Order:** 2:02 pm

Eric Davis called the meeting to order at 2:02 pm. Tatiana Lomahaftewa-Singer noticed a typo in the previous meeting minutes, and Jason Ordaz said that he will fix the typo. Ryan Flahive approved the minutes.

Eric asked Jason to talk about ZenDesk and Jason shared his screen and said that the ZenDesk account representative is not responding to his emails.

Eric asked Beth Karavicius about Freedcamp and she said that she is looking for an admin to administrate the system for the 50th and 60th anniversary projects.

Eric asked if they have read through the policies and procedures manual and members said that they did not have an opportunity to view it. Porter Swentzell asked if it was a new document or something that previously existed. Eric explained that the document is a little bit of both—new policies and some policies that already exist in the style guide. Jason said that there is redundant information in the new policies and procedure document and that it may be best to combine the new document with the style guide or have two separate documents. Eric said we will review the policies and procedure document at the next meeting. Porter asked if Human Resources (HR) could have that as part of onboarding and Jason said that he sent the style guide to HR in 2020. HR said that they would include it with their onboarding materials.

Eric asked about the ad campaign and he asked for a motion to approve. No one responded. Ryan asked if Eric could share the ad on the screen for review. Eric shared his screen with the new ad. Members asked if we could see students making art. Tatiana asked how the ad is going to be used and Eric said it will mostly be used to increase the college's awareness. Porter said that the leadership paragraph needs to be adjusted and that the text was confusing. Nena Martinez Anaya mentioned that she would like to see students in the leadership portion. Ryan asked about the ad size and Eric said that it would be standard letter size or full page. Mary showed an image from the catalog that she liked and wondered if it could be used in the ad. Jason suggested that members workshop key words and then build the ad based on approved words. (At previous meetings, members chose words like Community, Art, Culture, etc...) Mary entered "Empowering Creativity and leadership in Native Arts and Culture" and "Resiliency" in the chat window as word ideas. Nicole Lawe mentioned "Promoting scholarships" as a thematic idea.

Eric talked about retention and asked to hear from Nena and Chris offline. Porter is interested in retention and wants to know what would draw someone back to the college. Eric said that he wants to be more aggressive with retention. Nena said that the focus would be on new freshman and undergraduates and that the committee could work more to promote retention. Nena said that we could get support from Achieving the Dream (ATD) coaches for the campaign. Eric said that he would reach out to ATD. Nicole asked if we were still discounting tuition and Nena said "no," however online tuition is still discounted.

Eric mentioned that he is working on climate change and a new logo (for email signature) and tagline. Eric shared his screen and ideas that Jonathan Horse worked up. Committee members thought the wording sounded odd. Eric will resend a few different versions. Jason mentioned that logos are difficult to add to email signatures.

Eric talked briefly about the 50th and 60th anniversary and promoting it. Jason sent a chat about the community calendar and Tatiana responded that she likes the calendar.

Meeting adjourned at 3:55 pm.