Development, Communications and Alumni Committee; Shared Governance
Meeting Minutes

October 21, 2013
Present: Josh Bramlett, Yunusa Namadi, Bert Greenwalt, Pradeep Mishra, Amy Pearce, Tim Bohn, Kristie Vinson, Lindsay Burnett, Erika Chudy, Bill Smith, Mark Reeves, Maria Barner, Dr. Jason Penry
Next meeting: TBD; Delta Center for Economic Development

I.   Announcements

Attendee introductions and affiliations; Jason Penry attended and introduced himself. As the Vice Chancellor for Advancement he will be reviewing the reports from this committee and the recommendations to Shared Governance.

II. Discussion

Discussion regarding the current mission of the committee:

Amy Pearce suggested adding someone from Athletics to join the committee to facilitate scheduling overlaps with academics

Kristie Vinson asked about the shared information between fundraising/alumni and the committee; Bill Smith noted that was part of the formation of the group represented by those two entities as well

Tim Bohn asked that we define further the mission statement of the committee

Smith discussed the concept of "Campus Communicators" as part of the mission of committee members. He gave an overview of a previous program at his previous university, and examples of how this worked to increase communication between the various colleges and units as well as with the administration.

Election of Officers held:

Chair- Bill Smith (nominated by Erika Chudy)
Vice Chair- Amy Pearce (nominated by Bill Smith)
Secretary- Erika Chudy (nominated by Bill Smith)

Meeting dates/times- Amy Pearce agreed to send out a Doodle poll to the group to determine the best day of the week and time of the month for us to meet.

Updates on Projects

1. Inside A-State- Bill Smith shared plans underway at the request of the chairs of the Faculty Senate and Staff Senate to revive a tool for recognizing faculty and staff news. Smith said that Tom Moore in his office was leading the project. The focus would be on the professional news of our faculty and staff.
2. Social media inventory- University Marketing is working to determine who the web page administrators are of each page that is currently online and affiliated with A-State. We will need to let them know of any page, blog, feed, etc. we are aware of so they can determine if they are still viable and the context in which information is being shared. Also additional resources, feeds, video uploads etc. can be made available to those administrators for content purposes. Smith also pointed out here was where personal news of the faculty and staff not used in Inside A-State would be of great help.
3. Experts- Bill Smith asked for help identifying "experts" in each field across campus in order to focus on them and have them give media feedback in reaction to or in support of various programs at A-State. Amy Pearce noted she had done something similar in a weekend workshop where the College of Education trained others to use laymen's terms in communicating their projects to their audience.
4. iOS app- A-State Smart Campus app will be available on a rollout basis in the coming weeks. Capabilities will include but not be limited to: pin drop, virtual campus map, streaming KASU/NPR and Red Wolf Radio, calendar, Banner, Athletics info

III. Roundtable

Inside A-State: Bill Smith urged the committee members to help in the gathering of the professional news that will assist Tom Moore and the communications office in this ongoing project.

Social media inventory: Bill Smith wants to encourage adding Facebook, Twitter, etc. icons for A-State to each faculty/staff email signature and the possibility of streamlining the signatures so that we are consistent. Tim Bohn commented that rolling it out and building consensus would be important moving forward. Bill Smith would like to be made aware of interesting information from a professional standpoint to feature faculty in newsletters and on the web page as well as use faculty/staff's personal achievements to feature on Facebook and/or Twitter feeds.

Experts: no discussion

iOS app: Yunusa Namadi asked if it would be Android supported capability; Bill Smith answered that capability would come but because the majority of campus is Apple based, iOS would be launched first

Presentation:
    Bill Smith and Mark Reeves presented the University Standards Logo manual for the members to pass along to their respective departments with regard to the logo change and its approved uses on campus communication and promotional items.
    In discussion that followed, Tim Bohn asked if we were to advise departments to purchase new table skirts and Bill Smith responded that within the budget year they should make plans to account for replacing old ones with the new logo ones. Mark will get back with the committee on the prices. Mark asked that everyone go through Printing and Creative Services when they were adding the new logo to any material so that it is an approved version and an approved vendor is used. The material for recruitment, social media etc. will all be consistent moving forward. Auxiliary units like Alumni Asso., Museum etc. will be handled on a case by case basis until a manual can be created for each. Praddeep pointed out it is confusing that the other system campuses use different colors and Bill Smith explained they should be separate and identified separately from A-State. Bert Greenwalt noted there is confusion when referring to the "system" as the administrative office vs. the other campus locations. Jason Penry noted that the only four year campus was the one located in Jonesboro. Bill Smith clarified further that in legal and legislative regard, we may be known as Arkansas State University Jonesboro, but publicly we would be A-State from now on. There is confusion outside the immediate surrounding geographical area about A.S.U. as there are many other colleges using the same letters to abbreviate

    Adjourned at 5:03 p.m.; next meeting time/date will be determined via email with results from the Doodle poll