

CSSE Communications Committee Meeting

Tuesday, September 17, 2019

In Attendance

Dan Trottier (Chair)
Alex Ethier

Rick Condon (Staff)
Renzo Pella (Staff)

1. Call to Order

The meeting was called to order at 3:03 pm Eastern Time. Dan asked if there were any additional item for the agenda and there were none.

2. Review minutes and action items from previous meeting

- **Previous Action Item:** Dan to incorporate cross-chapter communications into Terms of Reference.

Done and waiting for Board review. Dan spoke with Perry about adding it to the Board's next meeting agenda.

- **Previous Action Item:** Rick to post copy of ASSP brand manual on the Comm Comm page.

This is complete.

- **Previous Action Item:** Dan to follow up with Trevor regarding interest from the Board regarding brand manual initiative.

Dan spoke with Trevor and he agreed that it was important, however, there was no expectations commitment. Rick suggested that the brand manual would make a good winter project once the conference ended and the website has stabilized. Dan agreed.

- **Previous Action Item:** Rick to post H&S examples list. (due: June)

This is complete.

- **Previous Action Item:** Dan to discuss with Trevor annual report expected completion date going forward.

Done, but Trevor was not able to provide an expected completion date. Will discuss in this meeting.

- **Previous Action Item:** Rick to send an email to Comm Comm members asking for feedback regarding new *Contact* format. Any approved format changes will then be implemented. After next issue, a Facebook poll can be launched for member feedback.

This is complete. Renzo confirmed that received comments were incorporated into the new format.

New Action Item: After next issue, a Facebook poll can be launched for member feedback.

- **Previous Action Item:** Dan to send some content snapshots from ASSP's PSJ for review.

Completed.

- **Previous Action Item:** Renzo to send draft of Contact for Comm Comm review by mid-August.

Completed.

- **Previous Action Item:** Renzo to investigate a *Contact* marketing piece regarding PDC's streams.

Completed via email and social media.

- **Previous Action Item:** Drew to ask Task Force how Comm Comm can best bring awareness to their stream.

Dan received no feedback on this action item. Drew was not on the call. Conference is over, making this item irrelevant.

New Action Item: Drew to ask Task Force how Comm Comm can best bring awareness to their future activities.

- **Previous Action Item:** Renzo to ask Perry if Clinked is worth investigating for use by committees.

Item carried forward.

New Action Item: Renzo to ask Perry if Clinked is worth investigating for use by committees, noting that minutes are currently posted on the website for Chapters. Overlap?

- **Previous Action Item:** Renzo to ask Perry the status of creating a French version of *Contact*.

Not currently an option. Certain articles relating to Quebec could be translated and included.

3. *Contact / Journal* update – Renzo Pella

Renzo announced the issue is still being worked on and he's waiting for the President's Message. Also, the summer issue has now become the fall issue.

Dan voiced concern with the regularity the President's Message has help us issues of *Contact* and wondered if it was possible to publish without it. Renzo responded that the CSSE's editor, Andrea, has volunteered to write the Message and have it sent to the President who could then personalize it. Alex mentioned that when he was editor of his college newspaper, if the Dean's Message wasn't ready by the deadline, an Editor's Message would be used as backup.

Dan suggested having a different person presenting the national message, such as a Board member. Alex said it could also be a Committee Chair.

New Action Item: Renzo to bring this option, of having a Board member or Committee Chair as a substitute for President, to Perry's attention.

4. 2019 Annual Report update – Rick Condon

Rick reported that he has received content for the annual report and will begin working with Perry on it soon. The goal is to get it published earlier than in the previous two years. Perry also has content ready to add.

Dan added that the President's Report is a critical piece for the Annual Report.

5. Education PR Subcommittee – Drew Douglas

Drew not present. No feedback to report.

6. Indigenous Task Force – Drew Douglas

Drew not present. No feedback to report.

7. Other Items – All

Rick mentioned a request from Emily regarding a social media guidelines document for Chapters, and this could be a standalone document or incorporated into the brand manual. Dan stated that providing online etiquette guidance to chapters would be a good idea. Rick suggested it would be faster to create a social media guidelines document than waiting for it to come with the brand manual. Dan and Alex agreed.

Rick suggested a web page instead of a Word/PDF document, complete with high-resolution chapter (and other) logos.

New Action Item: Rick to create social media guidelines page for Chapters. (due next meeting)

8. Next Meeting Date

Tuesday, November 12, 2019 at 12:00 pm ET

In closing, Dan thanked everyone for participating in the meeting.