

CDN Communications Committee minutes, 11/11/05

Present: Paul Timmins, Amy Greeley, Maggie Kubak

Highlight = Action Plans

1. Topics for Linda Thrane, U Relations, for Dec CDN meeting?

Maggie forwarded these to Beth Lory:

- Who are the audiences and constituents of U Relations? In what ways does U Relations work with each?
- Is there a single contact person at U Relations who could be a CDN liaison?
- Are there ways in which U Relations could help CDN connect with employers? Alums (volunteers?) How else can CDN utilize U Relations?
- What can CDN do to keep U Relations in the loop about our services, events, accomplishments?

Also asked Beth to provide some background info to Linda about who and what CDN is (CDN's constitution begins with our purpose - if nothing else (and is on the CDN site).

2. Thoughts from the CDN Board (all were discussed):

- Need for on-going communications effort to stay ahead of the issue of high staff turn-over. Discussed sending a brief biannual update (i.e., bullet points of accomplishments and upcoming events/ issues). Would Board member or chair do this?
- Copy Liz Hruska (PR Committee Chair) on CommComm communications.
- Rec'd CDN listserv from Heidi.

Paul will add "office" to listserv list.

3. Review website. What already exists? How do we use it, publicize / communicate it?

Amy is getting committees listed.

Amy will add "CDN History" folder to CDN Admin list

Amy will talk to Becky about adding links to the left hand menu "About CDN" and to Liz Hruska about adding a link to "get on CDN's listserv".

Paul will resend CDN calendar to CommComm (to be posted on CDN website?)

4. To do:

- Review last meeting's to do list. Done.
- Create "Intro to CDN" piece (in collaboration with PR Comm?). Get list from Jerry and ?? of who should receive it and on-going updates (each semester?). See questions about mission at end, use constitution.
- Create summary for Jan. retreat. Volunteer?
- CDN survey? Which offices are currently doing what to keep the U community informed about Career Services (e.g., SPCCC may approach MN Daily about a column, "Ask the Career Counselor"). Agreed to table this for now. Maggie will create draft of CommComm proposal for 6 month and long-term goals, for review by CDN.

CDN Communication "Priority Units" (units with whom we focus efforts for improved communications) TENTATIVE :

UNIT	Timeline	Contact?	
Academic Advising Network (AAN)	Spr 06		
MultiCultural Affairs	Spr 06		
Parents Program	Spr 06	Marjorie Savage	
Student Affairs	Spr 06	Jerry Rinehart	
Alumni Relations?		Trish Will	
U Relations?			
Faculty?			
Board suggestions:			
Leadership Prog			
Portfolio			
Disability Services			
Residence Halls			
Orientation and FY Prog.			

Who gets which CDN Communications:

	CDN Intro	Biannual Brief	Biannual request for committee updates	Owner
	New CDN members	DUGs	CDN committee chairs	
	New staff of "Priority Units"	"Priority Units"		