COMMUNICATORS FORUM
Board Meeting
August 12, 2003
300 Transportation & Safety Building

Present: Deb McKinley, Connie Burkhart, Lori Ann Vicich, Jennifer Schulz, Alan Olson, Stephanie Bettermann, Ginny Hanson, Kristeen Bullwinkle, Lani Payette, Deb Stull Erickson

Minutes
Kristeen made a motion to approve the minutes, which was seconded by Lori Ann. The minutes were approved as presented.

Treasurer’s Report
Deb distributed copies of the budget update. Because we moved the meetings earlier in the month, the figures in the reports will be six weeks behind. Please be sure to send in your financial paperwork as soon as you can so the figures will get reported sooner. We expect to have a year-end statement by the September meeting.

Deb collected the committees’ estimated budget sheets. For those who didn’t turn them in, they should be sent to Deb and Matt by the Friday before the September meeting.

Action & Discussion Items

E-mail newsletter: Stephanie described a new e-mail newsletter that the committee would like to start. It would be monthly and sent via the listserv. The content will be light and fun, similar to a newsletter Pam does in her department. Ginny wondered if we should keep a separate mailing list so members can opt out of the newsletter. A discussion was held debating the pros and cons of this, including the feasibility of maintaining two lists. Lani says some people do opt-out of the listserv when a bunch of messages are sent. Most agreed that it is important for members to be a part of the listserv. The board should discuss the role of the listserv at a future meeting. Pam and Stephanie will send a pilot issue to the board.

Member survey: Stephanie distributed the latest draft of the member survey. The board was asked to respond to Stephanie by Aug. 22 if they had any suggestions. The survey will be sent to all members and will be conducted online. There will be a chance to win prizes for those who complete the survey. Kristeen suggested that the survey be tested with some sample people to see if they understand the questions. The committee hopes to conduct the survey in September or October.

Pizza party: Stephanie discussed the format for the pizza party and the roles of the committee chairs. The theme of the party is “making something out of nothing,” in reference to the budget crunch. The board liked this theme and chose to adopt it for the Forum’s annual theme.

Meeting procedures: Committee chairs are asked to send brief updates of their committee business BEFORE each meeting so they can be included in the agenda. This allows more time for discussion. Items that need more time should be listed in the “action and discussion items” section of the agenda, not brought up in the committee reports.
Committee Reports

Conference: No meetings have been held yet. Alan will be recruiting at the pizza party.

Program: Ginny and Deb reported that they have many ideas for programs for the coming year, including a tour of the new art building, “changing faces of the web,” and another Margo preview. A suggestion has been made to create a calendar of Forum events. Ginny and Deb thought they could probably do that this year since they have so many ideas already.

Technology: Lani reported that the main project for the technology committee this year will be moving the website to the new U of M templates.

Marketing & Promotions: The committee has been busy planning the pizza party. In September or October they hope to roll out the new e-mail newsletter and conduct the member survey. They will be creating a campaign plan for recruiting new members (ongoing fall and winter).

Awards: Kristeen plans to conduct a survey (which she distributed to the board) at the pizza party regarding the Margo (Maroon & Gold) awards.

Executive committee: No work since last meeting.

Other Business

Video: Connie reported that we sold five videos already. Some have been given away, and there are about 50 remaining.

Tom Foley retirement: Kristeen reported that an honorary Margo will be given to U photographer Tom Foley, who is retiring this year. There was discussion about how and when to give the award, but no decision was reached.

Adjourn: A motion was made to adjourn by Jennifer and seconded by Stephanie. The motion passed.

Next Meeting:
Tuesday, Sept. 17, 2003
118 Pattee Hall

Respectfully submitted by Jennifer Schulz, recorder