Membership: 272 (as of 2/24/05)

Present: Connie Burkhart, Ross Janssen, Deb McKinley, Jessica Mooney, Alan Olson, Lani Payette, Jennifer Schulz, Pat Snodgrass, Pam Stenhjem, Donna Weispfenning

Minutes
Jessica made a motion to approve the minutes, which was seconded by Alan. The minutes were approved as submitted.

Treasurer’s Report
Connie distributed copies of the January budget report. There was nothing unusual to note.

Action & Discussion Items

Introducing new U Relations VP: University Relations has a new vice president, Linda Thrane. How can we introduce her to the Forum? Connie will invite her to lunch with the board at the Campus Club and ask her to present the awards at the conference.

Discount on awards fee: The Awards Committee has made the awards open to “members only,” so they are considering offering the first entry free to those who sign up as new members. One problem is that the annual membership fee is rolled in with the conference registration fee, so people who sign up to submit awards and then attend the conference would be charged twice. Lani explained that she watches for people who become members very close to the time of the conference and “holds” their registrations so they aren’t charged twice. It was decided to make new members pay at any time of the year, since the $30 fee is so reasonable.

Publications database/Technology Committee Report:
• Ross reported that the Technology Committee is looking at a more permanent solution to the online registration of the MARGOs. Will work with CCE for now.
• The committee will also look to leverage existing resources to create the Publications Database that the board has requested.
• A question came up about the Events Calendar. Lani remembers that she had approval to post to the calendar at one time. She will look into it. It was decided to post our events on the calendar when the paper invitation goes out.
• Portal Channel: Ross will look into it more and report back with the applications it may have for communicators.
• Technology Committee has several new members!

New member welcome: Jennifer distributed the names of three new members.
Committee Reports

Awards:
- The awards entry deadline is set for March 15 and will be announced by postcard, on the listserv, and at the Feb. 16 Maroon & Gold program.
- Ross Janssen, Technology Committee, and Heather Mathewsen, CCE, will help us determine the feasibility of putting awards registrations and payments online by Feb. 15.
- Awards will retain the basic design of last year’s plaques. Four golds and 16 maroons will be awarded in print, multimedia, campaign/series, and writing categories, according to their purpose: informational, instructional, promotional, periodical, and news/editorial. We are introducing the MARGO Award and renaming the People’s Choice Award to the MIKE Award.
- We plan to invite Thomas Sullivan, senior vice president for Academic Affairs, to present awards to the four gold winners, the MARGO award, and the MIKE Award. All winning entries will be displayed following the program.
- Revised purpose statement emphasizes the value of increasing visibility of the best work produced for the University by Forum members.
- Will invite volunteers from the membership to create a multimedia presentation of the award winners and ask for suggestions for judges.
- Will sign a contract with CCE to develop a registration system.
- Will have four interdisciplinary judges this year.

Conference:
We’re working on scheduling sessions and will visit the Depot on Feb. 17.

Marketing & Promotions:
- Jan. 25th event: collaboratively worked with the Program Committee to develop and implement the event (ordered food, sent out event reminders, maintained RSVP list, developed list of VIPs and sent letter on behalf of Forum Chair to special invitees, performed facilitation and registration duties at the event).
- forUM Communicator newsletter: Continue to accept submissions as well as produce and disseminate the newsletter.
- Setting up committee meeting: Our committee has not met in person this year. We will be setting up an in-person committee meeting to plan for the spring membership recognition event. We will also discuss additional committee activities at that meeting.

Programs:
- Evaluations for the Jan 25th event were positive.
- The February program is “Creating Excellence: Award-Winning Communications at the University.” Feb. 16, 2:30-3:45 p.m., 101 Walter Library. This program will feature information about the Maroon & Gold Awards and a panel of previous award winners and one judge who will give some information, background, and decisions that made their submission(s) award-winning products.
- Our tentative plans for the March program is that Stephen Wilbers will offer a training seminar on effective academic, business, and newsletter writing. The seminar will be March 14, 1-4 p.m., in 120 Burton Hall or 130 Murphy Hall (depending on enrollment).

Announcement
Adam Pagel, former Marketing and Promotions chair, and his wife had a baby girl, Valentine.
Next Meeting:
Tuesday, March 8, 2005
3-4:30 p.m.
118 Pattee Hall (Connie)

Respectfully submitted by Jennifer Schulz, recorder

Follow-Up Tasks
☐ Send content for newsletter to Pam Stenhjem
☐ Contact new members
☐ Connie make contact with Linda Thrane
☐ Jennifer purchase more UDS gift certificates