Membership: 283 (as of 4/8/05)

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

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

Treasurer’s Report
Connie distributed copies of the February budget report. We have a $40,000 balance—again, we still have money.

New Member Welcome
Jennifer distributed the names of seven new members. (Big influx due to Wilbur’s event?)

Action & Discussion Items

Permanent solution for Maroon & Gold entry system: We are currently using CCE to handle the registration of entries for the Maroon & Gold Awards (as well as the conference attendance). Would it be better to handle it ourselves? The Technology Committee will look into the options for taking over this task from CCE or maybe even working with CCE in the future.

Promotion of lunchtime get-togethers: In the past, we’ve hosted some successful “luncheon get-togethers” on a variety of topics. How can we promote these better? Most agreed that hosting these sessions is a great idea. One idea was for the Forum to book a room each month and advertise the opportunity. Another idea was that we could provide topic ideas or remind members about the opportunity in the newsletter or listserv. The final consensus was to keep the process informal and offer that the Forum will find a room when needed. Since Kristeen was absent, the board put her in charge!

Committee Reports

Conference:
• Sessions are finalized.
• May even be cheaper than last year despite efforts to spend.
• Sessions will be longer (1.25-1.5 hours compared to an hour).
• Short keynote with awards rolled into it. Alan needs to confirm with Linda Thrane that she will attend and present the awards.
• Will have fewer vendors this year due to space constraints.
Programs:

- We are pleased to present “Writing for Effect with Stephen Wilburs” on March 14. Stephen will help members creatively master techniques for writing with emphasis, personality, and voice; engaging the reader; and writing leads for newsletter articles. We have about 40 people signed up now and will be making a big push this week.
- The April program is “The Ethics of Marketing in Higher Education” on Wednesday, April 13, 12-1:30. Christopher Ison, an associate adjunct professor in Journalism (teaches “Ethics in Journalism”) and Pulitzer Prize-winning journalist with over twenty years of experience, will present an ethical framework used to guide decisions in professional journalism. Ison thinks this will be of value to anyone who writes or edits for publication or manages communications. We are exploring the addition of a business ethicist to the agenda, or someone who works in the PR field, so that Ison could set up the journalistic framework and then someone from a more marketing or commercial perspective could show how the questions can be substantially different when writing for a non-journalistic venue.
- For June, we are still looking to join forces with the Marketing & Promotions Committee to include a program during the membership appreciation event. We would like that program to have a strong presentation, motivational in nature, from a relatively heavy hitter. We have brainstormed both external (Stanley Hubbard) and internal (Steven Rosenstone) options. Deb Stull-Erickson and Mary Pierce will be working on that and would welcome input or collaboration with Marketing & Promotions.

Marketing & Promotions:

- Committee will meet on March 23rd to plan the spring member appreciation event.
- We will be taking a look at the newsletter and brainstorming anything new we might need to do.
- We will be talking about new ways we can promote the Forum.
- We have several new people coming to the meeting, so that is great news!

Awards:

- About 500 postcards announcing the awards program were printed and mailed at no cost by Printing Services to the Forum membership and the DDD list on the TC and UMD campuses.
- Several followup emails have also been sent to the listserv.
- Web pages were available to members by Feb. 16th, with online registration system ready by Feb. 23rd.
- Heather Matthewson from CCE established the online registration and reporting process. As of March 7, nine entrants paying $235 in registration fees have registered online.
- Four invitations were sent to prospective judges; three have accepted: Tom Whelan, Deb Tanner, and Shelley Johnson. Judges will receive a $200 honorarium and free University parking. Judging is set for Sat., April 9, in 101 Fraser Hall.

Technology:

- Working on getting first meeting together.

Next Meeting:
Tuesday, April 12, 2005
3-4:30 p.m.
215 Donhowe Building (Pat)

Respectfully submitted by Jennifer Schulz, recorder
Follow-Up Tasks

☐ All: Send content for newsletter to Pam Stenhjem
☐ All: Contact new members
☐ Alan: Confirm with Linda Thrane about the conference
☐ Jennifer: Purchase more UDS gift certificates
☐ Kristeen: Follow up on promotion of lunchtime get-togethers