Membership: 233 (11/06/03)

Present: Deb McKinley, Connie Burkhart, Jennifer Schulz, Ginny Hanson, Lani Payette, Deb Stull Erickson, Pam Stenhjem, Matt Shimek, Stephanie Bettermann, Kristeen Bullwinkle, Lori Ann Vicich

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

Treasurer’s Report
Matt distributed the financial report (which was through the end of September). Cleared up some mysterious charges and decided to bill board retreat expenses in the current year (rather than in the past year). Matt reported that he needs to step down as treasurer. Nicole Boldt, who currently handles the Forum finances, has agreed to take over the position. Deb M. will review the by-laws to determine the official procedure the board must follow.

Action & Discussion Items

Member survey: Made some minor changes to the survey. The majority opinion was to send it out ASAP! Due to limitations of the free survey website, we can only post the survey for 10 days and only 100 people can respond.

Executive input group: Deb M. reviewed the executive board’s plan to gather input from an “executive input group” made up of senior communicators on campus. We would like to gather their perception of the Forum and which communication needs they think we should address. Connie, Deb M., Lori Ann, and Jennifer met earlier to discuss who and how this group would be formed. After a discussion, the board recommended that Deb M. and another board member meet individually with Sandra Gardebring (U Relations), Mary Koppel (AHC), and Jayne Jones (CSOM) to gather their input. The executive board will meet again to go over potential questions and will return to the board before meeting with anyone.

Committee Reports

Awards:
- categories for competition determined; committee now working on writing the judging sheets

Conference:
- conference date is tentatively set for Wed., May 5, 2004
- session brainstorming at last meeting

Marketing & Promotions:
- Member appreciation event will be Wed., Feb. 3, 3-4:30 p.m. in the Mississippi Room of Coffman Union. Committee is trying to get liquor donated. Discussed possibility of adding something “programmatic” so members can justify time away from work to attend. Board members are encouraged to send speaker/event ideas to Stephanie or Pam.
Marketing & Promotions cont.:
- ForUM newsletter continuing
- working on ways to retain and recruit members, actively engage current members

Program:
- October program was “Taming the Web” on Oct. 22. 57 pre-registered, 16 no-shows, 5 not registered. Any Web-related topics suggested in evaluations.
- November program: Nov. 19, noon-1:15 p.m., 140 Nolte, speaker Dave Hancox, “Public Speaking: conquering the fear that tongue-ties us.”
- December program: “Make Your Message Span the U: Innovative and Effective On-Campus Communications,” Dec. 16, 3-4:30 p.m.
- January program: Legislative Update, Jan. 22, noon-1:15 p.m.
- nametags: Amy Kalbrener designed and ordered new ones; should be ready for next program

Technology:
- Website looked at and discussed. Keeping usability testing results in mind, we determined that appropriate links for redesigned site will be About Us, Events, Membership, Resources, and Get Involved. Lani has a template example that the committee will continue working with.
- Web template address is http://www1.umn.edu/umcf/web-docs/CFtest.html. Click on About Us and it brings you to a second-level page. From there, click on Description under Our Mission and it will bring you to a third-level page.
- next meeting: organize new site content
- 2004 liaison agreement updated

Executive board:
- see “executive input group” in Action and Discussion items

Next Meeting:
Tuesday, Dec. 9, 2003
240 Wulling Hall

Respectfully submitted by Jennifer Schulz, recorder

Follow-Up Tasks
☐ All board members should send ideas for speakers/activity for Member Appreciation Event to Stephanie or Pam
☐ Deb M. will review by-laws to identify procedure for replacing treasurer
☐ Executive board will draft questions for executive input group meetings
☐ All board members should review the new website templates and send comments to Lani

For Future Discussion
☐ Potential for conference scholarships depending on year-end budget carryover (November)
☐ Identifying high-potential members/cultivating future leadership (December)
☐ Student involvement/projects for communications students (January)
☐ Forum event attendance
☐ Identifying communicators on campus, last done 2000
☐ Executive input group