COMMUNICATORS FORUM BOARD MEETING  
November 11, 2008  
Billy Weisman room

PRESENT: Melanie Clarke, Tricia Conway, Jessica Franken, Erin George, Kelly O’Brien, Lani Payette, Nicole Pilman, Sara Specht, Robyn White

ABSENT: William Dana, Christopher James, Jen Keavy

BUSINESS

Sara moved and Kelly seconded the motion to approve the agenda.

BUDGET/EFS UPDATES

We’re on track with our budget. Lani asked what the charges listed under Tech committee were for; Nicole will look into it. Nicole will get Didi involved after the new year to ensure a smooth transition next year.

Our EFS home is and will remain University Relations.

**Action item: Tricia** will work up a letter of agreement for UR to be clear what they can expect from us. She will emphasize our 20-year history of being financially self-sufficient. Board chairs will continue their annual meetings with UR as in the past, and we will be especially cognizant of keeping open lines of communication around government and public relations.

THEME

We confirmed that we will not force the theme into use for the programs. Conference and Awards committees will go ahead with the superheroes theme. Those two committees will work together to coordinate their teases.

ONLINE REGISTRATION

We offered online registration for the most recent Design Swap, and it had too many steps. Lani has removed one login screen and will continue to work on making the process easier.

**Action item: Lani** will send out a new one for us to try. We will start using it as THE way to sign up for programs in December. We can send people to the home page; Lani will make sure event details are there.

To consider: Should we offer a list of people who are signed up that members can view in advance?

Non-members wishing to attend a program will still RSVP by e-mail to the Program Committee. Kelly will, of course, encourage them to join the Forum.

**Action item: Kelly** will gather statistics on how many people watch the programs live through UMConnect and how many watch them afterward.
DISCUSSION AND UPDATES

AT LARGE

Jen was not able to attend the meeting, but will send her updates by e-mail. She held three New Member Events recently, and Jessica and Tricia reported that the ones they attended went well and that the new members are excited.

MARKETING AND PROMOTIONS

HR pulls lists of new communicators for University Relations, and they have agreed to send the people on these lists information about the Forum on our behalf. Also, UMCF brochures will now be displayed at the UR table during new employee orientations.

We are linked to under Faculty and Staff Resources from the University home page.

Marketing and Promotions will be looking at the UMCF Web site in the next few weeks. They are also continuing to look into forum technology for the site.

CONFERENCE

The conference committee has two or three new volunteers. The committee is working on filling in a roles and responsibilities chart and a timeline for promotions. The Bookstore is confirmed as a sponsor, and sponsorship proposals are out to SJMC, MJC, The Center for Writing, and the Department of Writing Studies. They are working on the breakout session speakers and assembling a “super panel” for the last breakout of the conference.

We will have more space for vendors this year, which would be a financial gain.

AWARDS

The committee is assigning tasks to their volunteers. They are excited about the theme and how they can incorporate it. They will have five minutes at the end of the December and January programs to promote the awards. They will solicit entries from coordinate campuses to make sure they are represented.

At the conference, they plan to display the winning materials in the afternoon, since the awards will be announced at lunch.

PROGRAM

The December 10 program will be in the Mayo auditorium, reception at 2:30 and program from 3:00 to 4:00. Featured speaker is Tom Fisher, dean of the College of Design.

Preparation for the November program is going well. It is coming up on November 19, 3 p.m. in The Whole. If you can stay after the program to help clean up, please do.

Event space update: The DTC event spaces will no longer allow food for non-IT groups. If you have suggestions for spaces that can support UMConnect, please let Kelly and Robyn know. Erin mentioned that she can get 120 Andersen Library for free.
TECHNOLOGY

No updates.

NEWSLETTER

Jessica, Melanie, and Lani met to discuss transitioning the newsletter to a blog format. We would still send out monthly e-mails, because that is important to some members, but a blog would allow us to promote more timely material. We could feed it into our site to make the content on our site more dynamic too. We also looked at calendars and how we could improve the way events are advertised.

**Action item: All board members** are encouraged to send feedback on the possibility of a blog to Jessica.

NEXT MEETING

Our next meeting will be Tuesday, December 9, 3:00 to 4:30, in the Billy Weisman room.

*Respectfully submitted by Jessica Franken, recorder*