Communications Liaison Team Meeting  
Wednesday, December 13, 2-3:30p.m.  IG Greer Conference Room (Room 224)

Agenda

1. Updates from across campus – please add info to Google doc and use to present information, include key dates & events

2. Presentation by Megan Hayes:  
   Communication & marketing goals & priorities  
   • Appalachian Today website (major content types and updates)  
   • Marketing goals and priorities

3. Updates/items for discussion:  
   • Quick reminders:  
     Next CL meeting: Wed., Jan. 17, 1-2:30 (note date change)  
     Next headshot day: Thurs. Jan 18, from 9 – 11:30a.m. & 1:30 – 4p.m.  
     Drop in to the studio - no appointment necessary. All images are shot to iPad, and each person can pick their preferred shot on the spot. Please note this is for faculty and staff only.  
   • Internal communications update

Review list of thoughts, Needs, Interests and Ideas from Liaison Team Members

Topic requests from prior meetings:  
- Fundraising priorities  
- Athletics marketing opportunities  
- Digital signage – Scala  
- Marketing publications  
- Communication strategies for colleges/departments  
- Policies & procedures  
- Media training/information  
- Licensing & revenue generation - Athletics  
- Coordinating event publicity & sharing public event opportunities for outreach (across academic depts, alumni, athletics)  
- Faculty experts list  
- Analytics  
- Campus Surveys

Past presentation topics:  
- Co-communication practices for football/academic game days.  
- How to tell your stories  
- Creating an effective website (analytics, effective reciprocal linking across campus sites, fast facts, points of pride, etc.)  
- Emails (mass communication)  
- Developing a communication plan  
- Photo & video tips & tricks  
- Mountaineer printing - general info, how to work with them, etc.  
- Best practices (web, posting to social media, etc.)  
- Transition to Google – internal calendaring – event planning  
- Social media strategy & resources  
- Emergency communications