Communications Liaison Team Meeting  
Wednesday April 10, 1:00 - 2:30 p.m.  
IG Greer Conference Room - 224  

Agenda  

1. Guest speaker: Audra Vaz- update on iBackApp day, explanation of assets available to Communication Liaisons for help in spreading the word about iBackApp.  

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

3. Updates/items for discussion:  
   - Quick reminders:  
     Next CL meeting: Wed., May 8 – IG Greer 224  
     Next headshot days (note this schedule posted here):  
     - Thurs. April 18 from 9 – 11:30a.m. & 1:30 – 4 p.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.*  

4. Presentation: UComm overview: new staff, changes in procedures, assets available for liaisons, staff and employees, responding to media requests, etc.  

Review list of thoughts, Needs, Interests and Ideas from Liaison Team Members  
Topic requests from prior meetings:  
- Content development esp re: social media  
- How can we collaborate more on events/share events, speaker series, etc.?  
- Internal staff comms – processes for internal comms within department  
- People not knowing where to go or what to do – appropriate communication strategies  
- Navigating toolbox & other resources  
- How to continually put information in front of people and make it as easy to navigate as possible  
- Variety of communications methods – how to communicate with students?  

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  
- Public Records Request
- Practical advice – hands on workshops:
  - Scala
  - Google Analytics
  - Google ad words – incorporating into marketing plan
- Writing workshops – regular each semester
- Website audits
- How to be more intentional in telling the stories of what we do
- Mass emails – how to
- Blogs- RSS Feeds- clean integration
- Branding & licensing review
- Sharing information from central comms
- Social media trends, best practices, etc.
- Analytics – internal traffic – how do I know which clicks are mine? How do I know I am reaching
- who I want to reach?
- Event toolkits – iBackApp, WCoB, as examples

- Media training/information
- Faculty experts list