Communications Liaison Team Meeting  
Wednesday, June 13, 1-2:30p.m.  
IG Greer Room 224

**Agenda**

1. **Updates/items for discussion:**
   - **Quick reminders:**
     Next CL meeting: Wed. Aug. 8 (No July meeting)
     Next headshot days (note this schedule posted [here](#)):  
     - Thurs. June 14 **from 9 – 11:30a.m. & 1:30 – 4p.m.**
     - Mon. July 16 **from 9 – 11:30a.m. & 1:30 – 4p.m.**
     - Thurs. Aug 16 **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**

2. **Presentation: Critical & Crisis Communications – Basic Principles**

3. **Updates from across campus – please add info to [Google doc](#) and use to present information, include key dates & events**

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

**Topic requests from prior meetings:**
- Public Records Requests
- Media training/information
- Fundraising priorities
- Athletics marketing opportunities
- Digital signage – Scala
- Marketing publications
- Communication strategies for colleges/departments
- Policies & procedures
- 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