

Achieving the Dream Communication Team Meeting Coaches Meeting

Date: 1/31/19

Time: 10:30 a.m.

Location: City of Dyersburg Conference Room

| | Name/title | Attendance | |
|----|-------------------------------|------------|----|
| | | Yes | No |
| 1 | Amy Finch | X | |
| 2 | Andrea Franckowiak | | X |
| 3 | Julie Griggs | X | |
| 4 | Kacee Hardy | X | |
| 5 | Beth Micke | X | |
| 6 | Luciana Shaw | | X |
| 7 | Jerquan Woods | | X |
| 8 | Dr. Karen Bowyer, ex officio | X | |
| 9 | Dr. Kay Patterson, ex officio | | X |
| 10 | Josh Duggin, ex officio | X | |
| 11 | Heather Gann, ex officio | X | |
| 12 | James Adair | X | |

1. The ATD Communication Team met with Dr. David Hartleb, ATD Leadership Coach, and Dr. Rene Garcia, Data Coach.
2. The Team reviewed the following progress with the coaches:
 - a. Creation of an ATD landing page at www.dsc.edu/ATD and ATD information depository in MyDSCC. The coaches were very impressed with the content on the landing page and in MyDSCC. It is one of the best they have seen so far.
 - b. Plans to create a newsletter communicating data points and highlighting the success of faculty, staff, student, alumni, community partners, etc.
 - c. Plans to communicate successes and meaningful data points on social media, internal digital monitors, printed posters, etc.
 - d. Communication of success stories and meaningful data points to faculty and staff during fall/spring updates/conferences.
 - e. Development of DSCC's Equity Statement. The coaches thought that our Equity Statement was very good. We need to communicate the statement throughout the College. We need broad buy-in. One way to do this is to create dialog amongst faculty, staff and students. They suggested we talk to different focus groups as opportunities arise. Talk about the hard and uncomfortable issues. We need to communicate the difference between equity and equality.

- f. Development of early stages of DSCC's data dashboard. The coaches were impressed with the progress of the dashboard so far. They recommended we add percentages to our charts along with the numerical data. The data needs to tell the story better. Some visual changes might help as we progress.
3. The coaches stressed that the Data Team has to tell us what to communicate. They will present us with the data and details and we will communicate it. It is not our job to decipher the data. We are the mouthpiece. The Data Team or the facilitator, Mary Ricks, will provide what needs to be communicated.
4. We should hold celebrations for not only big successes, but for small milestones along the way.
5. When communicating successes and data points, we should tell the story and address the heart AND the head.
6. The coaches suggested we create a Student Success Vision Statement. This statement should be inspiring. It should talk about helping students reach their potential. Dr. Hartleb gave Amy Finch a copy of ATD's information regarding Student Success Vision Statements. He did not suggest following those guidelines word for word.
7. We discussed naming our newsletter and the branding for ATD. The coaches stated that we should decide very soon whether or not we want to stick with "Achieving the Dream" branding or call it something else. He suggested adding a tagline "Powered (or another word of our choosing) by Achieving the Dream." If no tagline, we could just include the ATD logo next to the branding/name.
8. Minutes Submitted by Amy Finch Feb 19, 2019.