

Achieving the Dream Communication Team Meeting

Date: 2/20/19

Time: 10:00 a.m.

Location: Eller 241

	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 meeting was called to order at 10:05 a.m.
2. The Team reviewed the minutes from the Jan. 31, 2019, meeting.
3. The Team discussed possible ways to communicate data points and successes:
 - a. Newsletter – create a catchy name for the newsletter and print/distribute 3x-4x annually. It can include data points, success stories of faculty, staff, students, alumni and classroom/program initiatives that are working well.
 - b. Posters (on easels in high traffic areas) – refer to Dr. Garcia’s poster examples
 - c. Special section in MyDSCC posted monthly or as needed
 - d. Small, informal celebrations
4. Any data that we communicate must be clear and labeled so that everyone can understand it. Use simple graphs and charts.
5. The Team discussed branding for Achieving the Dream. Once our focus areas are defined, branding can be developed. We can start with the newsletter and maybe add a tagline.
6. Minutes submitted by Amy Finch April 30, 2019.