

**Achieving the Dream Communication Team Meeting
With ATD Coaches
November 4, 2019**

Date: 11/4/19

Time: 10 a.m.

Location: City of Dyersburg Conference Room, Eller Administration Building

	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	Rene Garcia, ATD Coach	X	
13	David Hartleb, ATD Coach	X	
14	Edith Carlton, Administrative Assistant to the President	X	

1. Dr. Bowyer welcomed the ATD Coaches back to DSCC for their on-site review. Everyone stated his/her name and position at DSCC.
2. The ATD Coaches recommended developing a communication plan at DSCC. TBR has a Communication Plan Guide. Get people to communicate back (very important). Communication is a two-way street. You communicate to the students/faculty/staff but they need to communicate back.
 - Student Success – Achieving the Dream
 - Branding for Success
 - Icon, badge, logo or catchy phrase
 - Have a campus wide contest for the best logo/phrase. Prize for the winner?
3. EAB Navigate
 - Email communication rate (who actually opens the email). Be sure it is clear WHO the email is coming from. It clearly needs to say that it is coming from DSCC.
 - Letter signed by a PERSON. Every email needs a call to action. Do not start with “Dear Student.”
 - Chat Online Option (adding full-time trained advisors)

4. Student Stories – Host events throughout the year to make students, faculty and staff aware of information and events such as games (Finish Line), made up of diverse students, can create a dynamic to discuss student issues/nonissues; Annual Data Summit; Student Success Convocation. Include chats and discussions.
5. Lead a celebration for success. Host small events to celebrate big or small accomplishments throughout the year.
6. Meeting was adjourned at 11:00 a.m.
7. Minutes Submitted by Crystal Allen on November 5, 2019.