

**NAIT ACADEMIC STAFF ASSOCIATION
COMMUNICATIONS COMMITTEE
Meeting Minutes – October 15, 2019**

Present: G. Cutting, P. Hawrysz, T. Needham, S. Simmons, D. Ye
Absent: R. Duke, M. Simmons G. Wilson
Recorder: L. Bjorkquist

1. **Call to Order:** G. Cutting called the meeting to order at 3:25 pm.

2. **Approval of the Agenda:** Add 4aiii.2: MSC Sponsorship Request

MOTION COMM-2019/20-5: Moved by P. Hawrysz, seconded by T. Needham:
That the agenda of October 15, 2019 be approved as amended. **Carried**

3. **Approval of the Minutes**

MOTION COMM-2019/20-6: Moved by D. Ye, seconded by S. Simmons:
That the Minutes of September 17, 2019 be approved as distributed. **Carried**

4. **Committee Orientation:**

- a. **Binders:** Members were provided the New Instructor package and additional Share the Warmth documents to be added to their binders.
 - i. **Constitution/Policy Bylaws:** Admin.001: Election Procedures – Appendix A. It was noted that for the JR Shaw School of Business, the BTech program has moved in and the Applied Degree – Accounting program is discontinued.

ACTION: G. Cutting to request Executive Reps from the Schools of HLS and Skilled Trades to confirm the list of program names for their Schools by the next Communications Committee meeting.
S. Simmons to confirm the list of program names for SAST by the next Communications Committee meeting.
(Sep. 17/19)

- M. Simmons to confirm programs in the JR School of Business (ref. Policy ADMIN.001: Election Procedure Bylaw).
- L. Bjorkquist to notify *Intercom* contributors of the next submission deadline. **Completed**

ii. **Intercom:** The next submission date is November 29th, publish date by December 10th, 2019.

ACTION: L. Bjorkquist to send draft *Intercom* to committee members and publish the Fall issue by October 24, 2019.
L. Bjorkquist to book *Intercom* meeting December 2 or 3rd, 2019; alternately the issue will be reviewed by email.

iii. **Public Relations**

ACTION COMPLETE (Oct. 1/19): PSE email/letter writing campaign - Congratulations to our five winners: Kalin Jensen, Erin Dul, David Schmaus, Stephanie Koska and Jamie Doucette. Each will receive a \$25 NAIT@One Gift Card.

1. 2019 Share the Warmth Campaign

- Purchases: P. Hawrysz reviewed the online purchase options.
- Toonie Booth: December 7th, 2019.
- November Campaign: It was agreed to continue the box collections.

- ACTION:** P. Hawrysz to compile Share the Warmth purchase options and email to the committee for review.
- L. Bjorkquist to confirm a booth with the organizers of the NAIT Children's Christmas Party, prepare a schedule for NASA volunteers to man the booth, provide decorations and arrange with A. Weichel for a float.
- L. Bjorkquist to coordinate the 2019 Share the Warmth Campaign.
- L. Bjorkquist to request quote from LRC for new laminated posters for Share the Warmth. **(Sep. 17/19)**
- P. Hawrysz to investigate bulk purchase of hygiene items. **Completed**
 - G. Cutting to confirm purchase of baby items with the Bissell Centre.
 - A. Weichel to provide campaign budget and more specific expenditure updates to the committee. **Completed**

- 2. Membership Services Committee (MSC) Request:** The MSC will be launching an Event & Speaker Survey in November. To ensure a large response from members, they are requesting support from the Communications Committee by providing \$250 towards prize incentives.

MOTION COMM-2019/20-7: Moved by G. Cutting, seconded by P. Hawrysz:
That the Communications Committee sponsor \$250.00 towards the 2019 MSC Event and Speaker Survey prize incentive. **Carried**

- ACTION:** L. Bjorkquist to inform the MSC of the Communication Committee's agreement to provide \$250.00 for their 2019 Event & Speaker survey prize incentive.

iv. Website

- 1. Maintenance and Review:** Committee members to have revisions/corrections for the website to L. Bjorkquist by the committee's November 19th meeting. It was agreed that the ABOUT NASA tab contents will require a major review.

- ACTION:** G. Cutting – Review FORMS tab.
T. Needham – Review PROFESSIONAL DEVELOPMENT tab.
D. Ye – Review MEMBER SERVICES tab.
S. Simmons – Review COLLECTIVE AGREEMENT tab.
P. Hawrysz – Review INTERCOM tab.

- 2. RSS Feed:** The committee discussed the use of RSS feeds to modernize how we communicate 'NASA NEWS' to its members (ie. updates, events, notifications, promotions, surveys).

- ACTION:** L. Bjorkquist to investigate RSS integration on the NASA website (ie. apps, cost, training, etc.)

- 3. Other College/Institution Communications** – Defer to next meeting.

5. Closing

- a. **Questions/Comments:** None

- b. **Future Agenda Items:** Election Bylaw, NASA Logo policy and guidelines for usage, *Intercom*, Share the Warmth
- c. **Next Meeting:** November 19, 2019, 3:15, **W202**

Meeting adjourned at 4:25 pm.

MOTION COMM-2019/20-8: Moved by S. Simmons:
To adjourn. **Carried**

Gordon Cutting, VP and Chair
Communications Committee