

**Communications Committee
Report
March 2014
Board of Directors**

Executive Summary

The Communications committee met on February 22, 2014. Members in attendance were: Debbie Blair; Chair, Ray Finnell; Vice Chair, Kathleen Bruno, Donna Melendez, Jeff Nadel, and John Watson; Communications Officer. Our agenda started with a review of the PAC discussion we had at the LOC meeting in October. The Communications committee role in promoting the PAC is to educate and inform membership through CSUEU publications. The next issue of University Employee (UE) could be out in early May. It will focus on bargaining and the contract campaign along with the promotion of the CSUEU PAC in addition to our regular articles. The committee discussed the new 8.5x11 printable pdf format of the UE. We all agreed we need to adjust the layout so that articles show in their entirety. This would make it easier to post to chapter bulletin boards. We have included the use statistics in this report for your review.

The spring poster went to design in Mid-March. We had to tinker with our concept several times but our purpose has remained constant. The purpose is to draw support for bargaining and the bargaining team from our membership. We hope to have the poster out to chapters by Mid-April.

The committee has had many lessons learned from the “Know your Contract” (KYC) series that appears in E-news. It took a while but we resolved the issues that popped up when we started this project. Our goal for 2014 is to have one article per month in the E-news. To help in achieving this goal the committee has scheduled KYC article subjects from March through July 2014.

The committee would like to remind everyone that we are in need of High Resolution photos from your chapter activities this year. These types of photos are the best for use in CSUEU publications like the UE and especially in our calendar.

Thank you!

Full Report

PAC Promotion

The communications committee role in this promotion is to educate and inform membership through CSUEU publications. Communications will continue to write articles for E-News and the University Employee highlighting chapter legislative activities and educating members on the PAC. We will continue to work with the Legislative and Organizing Committees to help promote and increase PAC membership this year.

University Employee

The committee discussed and assigned the articles, VP columns, Committee and BU updates for the upcoming issue of the University Employee. This edition will focus on contract bargaining, contract campaign progress and/or activities, and educating membership on the PAC. We hope to have this issue in members' mailboxes by early May.

Printable 8.5x11 PDF

The committee discussed the new format. Debbie shared a concern about posting the PDF to bulletin boards. In the UE we have a jump page. While this is ok for the UE it is a problem for the new PDF format. We would like to make articles that continue on the jump page easy to post on bulletin boards. The committee agreed that the best solution was to have articles in their entirety in the new PDF format.

The use statistics for the 8.5x11 pdf printable version of University Employee are included below.

On January 31, we received these use statistics for December:

UE Dec2013-web_Final_high-res.pdf - 448

UE Dec2013-web_Final_low-res.pdf – 59

On March 11, John sent these use statistics:

8.5x11 version high-resolution pdf - 508

8.5x11 version low- resolution pdf – 96

John forwarded an email that Silva (Organizing chair) from Chapter 312 Northridge sent him. She stated that she appreciated the 8.5x11 version of the University Employee and that they are posting it on their bulletin boards.

Spring Poster

The committee discussed a couple different ways of approaching the design of the poster over the past several months. Although our concept has changed several times over the last few months our purpose has stayed the same.

Purpose of the poster: To draw support for bargaining and the bargaining team from membership

Poster Language: The poster should include contract campaign messaging.

Contract campaign Theme: "Take a Stand!"

Slogan could include: Stand up for staff! ; Stand up for the CSU! ; Stand up for California! ; Support Your CSUEU Bargaining Team!

Amy from CSEA IT agreed to design the poster.

Know Your Contract (KYC) in ENews

Our goal for 2014 is to have one article per month in the E-news. The committee discussed, selected the contract articles, and scheduled KYC subjects from March through July 2014.

January – Weingarten rights

February – Health Benefits

March – Evaluations part I: one evaluator, position description based, and draft five working days (10.2, 10.14 and 10.9)

April – Evaluations part II: No surprises (10.3)

May - Evaluations part III: Timelines (10.10 – 10.13)

June – Personal file (11) Know your personnel file and what should be in it

July – Vacation (14) Time increases, 30 day request (14.9)

CSUEU chapter website review

The committee reviewed how to complete the excel spreadsheet and discussed that the review should include all chapter sites (website, Facebook, twitter, etc...). Ray has taken the lead on this project.

February meeting update: The committee agreed that those who have completed their review since the DotNetNuke upgrade are encouraged to do a quick second review and report any changes.

CSUEU Facebook Group page

As you know, the Communications Committee has taken over monitoring the CSUEU Facebook group page. John continues to monitor the CSU Employees Facebook page. Along with liking the CSU Employees Facebook page, committee members were encouraged to join and participate in the CSUEU Facebook group. We were also encouraged to join twitter.

February meeting update: All committee members have joined the Facebook page. Jeff has volunteered to act as a backup administrator for the CSUEU group page. Debbie will add him before the next meeting. The committee will continue this discussion at the next meeting.