

**Communications Committee
Report
March 2015
Board of Directors**

Committee members in attendance: Debbie Blair, Chair, Kathleen Bruno, Jeff Nadel, and John Watson, Senior Communications Specialist

Committee members absent: Ray Finnell, Vice Chair, and Donna Melendez

Spring Poster

The committee revisited our discussion on the spring poster and decided to pursue the development of an outsourcing poster inspired by a custodial outsourcing drawing made by one of our members at the Northridge campus. We used the drawing on the front cover of the 2015 calendar. We agreed that the spring poster will need to have a more professional look but it could include objects that represent the categories of jobs threatened by outsourcing or that have already been outsourced.

We have given Amy our information and she is currently working on a preliminary draft. We hope to deliver the poster to chapters mid or late April.

University Employee

As of the writing of this report, all parties have signed off the March issue of *University Employee* and it has been sent to the printer. It should be mailed out to members at the end of this week.

At our meeting, the committee discussed article ideas and created a tentative schedule for the next issue of *University Employee*. We hope to have it in members' mailboxes by late August.

Communications Survey

The committee is in the process of developing a Communications survey that would help guide us on our projects for the next three years. We hope to send the survey out to board members by late summer.

2016 Calendar

The committee discussed calendar type options for the 2016 calendar. Again, this year, the committee will aim to have the calendar to chapters prior to the Thanksgiving holiday. The committee discussed and decided to do two types of calendars, a traditional and pocket calendar.

For the traditional calendar, the committee reminds the board that we depend on your submittal of chapter activity photos to fill the pages of the calendar. The deadline for submittal of chapter photos is September 1.

For the new pocket calendar, the committee agreed we would like to depict our board within the first pages of the calendar and that it should have a professional look. On that note, the

committee would like to remind the board that it has been several years since we had professional photos taken. During the last three years, there have been a number of projects where we would have preferred to use a professionally taken photo of a board member but none was available. We are sure there are current board members who have never had professional headshots done. The committee would like to use professional photos of the CSUEU Board of Directors not only in our new pocket calendar but also for all statewide communications over the next three years.

That said the committee would like to ask the board to consider and approve funding so professional photos (headshots) can be taken of all board members. We also hope that you would agree to include committee chairs that are not part of the board. At this time, there are only two chairs fitting the criteria.

John was able to acquire an estimate of \$1650.00 (for about 41 people) from the same photographer who did the previous photos. This estimate is actually \$100.00 less than the amount paid in 2008. If approved, the photographer could be booked for the two day BOD training in August as soon as the date is set.

The committee would like to thank the board for your support!

Respectfully submitted,

Debbie Blair
Chair – CSUEU Communications Committee