

# YCSA COMMUNICATIONS COMMITTEE

Tuesday, July 9, 2019

## MEMBERS PRESENT

Janice Soutee, Paige Ruggles-Kruger, Jason Major, Kelsey Behnken, Adrienne Carlos, Gwen Payne, Tim Diesch

## COMMUNICATION AND PROMOTION

At the last meeting, the committee brainstormed some new potential communication channels to help share the news and generate engagement re: YCSA, including a phone app, a message board, a Facebook account, and adding a “staff” section to the employee portal.

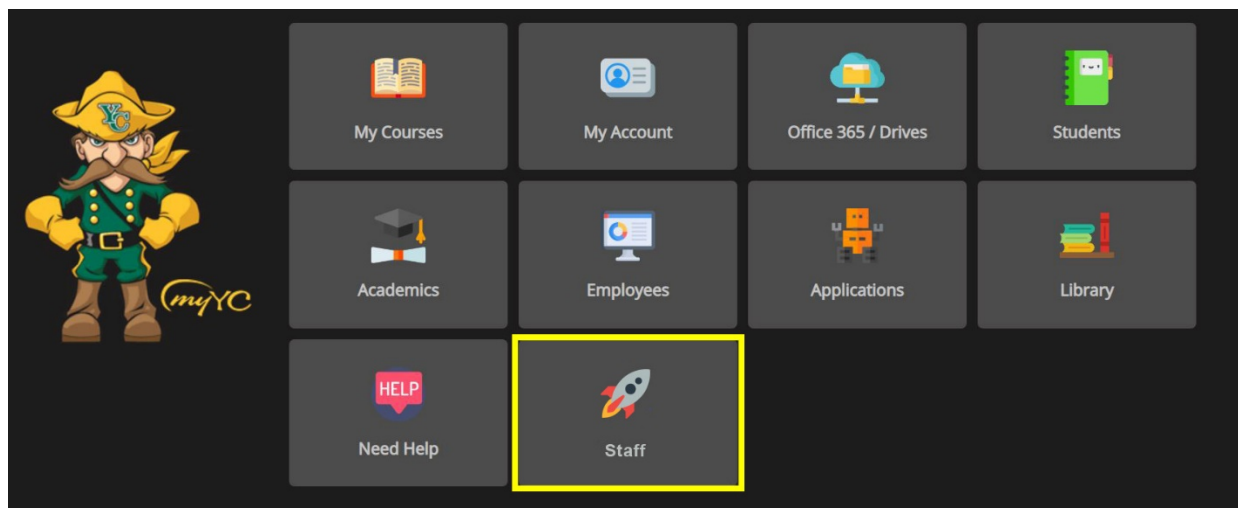
## WEB PAGE

The committee agreed that it is time to update the content and layout/design of the YCSA web page (<https://www.yc.edu/v6/yavapai-college-staff-association/>). Jason and Tim will undertake this effort, with input from the other YCSA committees regarding the information that their groups would like to communicate.

Part of the redesign will include an archiving process of newsletters, announcements, and meeting/committee minutes that are older than 30 days, categorized by month and year.

## EMPLOYEE PORTAL

Discussion turned to the implementation of a “Staff” element within the employee portal (specific placement pending):



A portal box link would be an easy way to remind and allow employees to access YCSA information, with the proposed internal links as follows:

1. News
2. Org chart / representatives (YCSA officers, division/department reps and contact info)
3. Recognition (nominate a colleague for performance excellence)
4. Professional development (internal resources for growth)
5. Engagement
6. YCSA home (web page)

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### **NEWSLETTERS**

Following one final issue, the YCSA newsletter will undergo a redesign with an eye toward making it more modular with a shorter amount of content per issue. Going forward, there will be two newsletters: one quarterly newsletter with a thematic focus on/for new employees; the other, a quarterly newsletter to relay the general news and information of YCSA's ongoing efforts and any policy initiatives that affect staff.

The next meeting of the Communications Committee will be Tuesday, July 30 in 3-106 or via Zoom (Janice will send an invitation).