

YCSA COMMUNICATIONS COMMITTEE MEETING

Sept. 15, 2020

Members present: Gwen Payne, Paige Ruggles-Kruger, Kelsey Rumsey, Jason Major, Tim Diesch, Shannon Johns, Janice Soutee

Guests: Zach Wigle, Matt Borja

Zach from the YCSA Employee Engagement Committee presented the idea for a “Department Spotlight” – an ongoing, recurring newsletter along the lines of what the Facilities Department puts out. This would be an opportunity to identify and feature the members and responsibilities of departments across Yavapai College, highlighting the projects they’ve recently completed, showcase what they’re doing now and what’s scheduled in the near future, and celebrate their accomplishments and efforts.

Matt Borja from Web Services joined Zach in this proposal, as while he is not a YCSA member, he discussed with Patrick Burns the notion of a similar “Department Spotlight”-style communication vehicle to celebrate the works of different departments throughout the college.

Kelsey and Tim will meet with Zack and Matt the last week of September to further develop this concept.

The committee turned its attention toward prioritizing its goals for the year, with the following outcome:

1. Create a printed and digital on-boarding brochure for new employees, which will communicate the purpose and mission of the YCSA. These will be mailed to new employees monthly. Emily will send Tim a list of new employees, and Tim will work with Printing Services and the Mail Center to get these into the hands of new employees. Additionally, Tim will share these monthly lists with the committee, and one or more of the committee members will reach out personally with an email to the new employees, welcoming them to YC and letting them know about (and invite them to join) the YCSA.
2. Develop and implement the “Department Spotlight” communication vehicle, which feeds into the originally established goal of implementing another avenue of communication from the YCSA to the greater YC community.
3. Update photography on the YCSA web pages.

The next scheduled YCSA Communications Committee meeting is Tuesday, Oct. 20 at 10:30 a.m.