Strategic Planning Committee  
Communications Subcommittee Meeting  

February 3, 2010  
2:30 PM  

Attendees:  

Aristide Collins – Subcommittee Chair  
Michael Lacour – Subcommittee Co-chair  
Reginald Brinson  
Donna Brock  
Kwajalyn Brown  
Jennifer Jiles  
Belinda Oliver  

Meeting convened at 2:30 PM  

Aristide Collins welcomed and introduced attendees to the first meeting of the Communications Subcommittee, and distributed the University’s revised Mission Statement and new Vision Statement, adopted by the Board of Trustees in the October 2009 Annual Meeting.  

VP Collins stated that he would like to hold regularly scheduled bi-monthly meetings, preferably taking place before the main Steering Committee meetings held every Thursday.  Kwajalyn Brown to touch base with Subcommittee members regarding dates/times over the next few days.  

Michael Lacour notified Committee that other groups have already begun their focus process and have begun follow up steps:  

- Developed core values and statements regarding values  
  - Aristide to distribute copy of memo from Dr. Silver to Alumni regarding Core Values to Subcommittee Members.  
- Developed a set of questions to begin SWOT Analysis  

VP Lacour also suggested that Subcommittee continuously engage other subcommittees to facilitate integration of everyone’s work.  VP Collins will ask for a list of names from other subcommittees, as well as assign each Communications Subcommittee team member to another focus group for observation.  Belinda Oliver suggested developing a “master grid” of all subcommittees and meeting times.  

VP Collins stated the focus of the group, which is communication with the community-at-large.  

- Donna Brock and Jennifer Jiles to develop a draft communications plan.  
  - Various modes of communication could include the CAU website and Facebook  
  - Would like to place a survey on website, if possible.
Reginald Brinson and Donna Brock suggested possibly using Flashlight, Bannerweb and/or Survey Monkey.

Mr. Brinson noted that we are using non-CAU email addresses to communicate with the student members of the Subcommittee and suggested that we only use CAU email to forward information. Ms. Brown stated that there was a problem with students not checking their CAU email accounts, which makes it difficult to reach them. Mr. Brinson suggested finding a way to link the CAU email with their alternate email addresses in order to maintain the integrity of the information being distributed.

VP Collins thanked everyone for their attendance, and the meeting was adjourned at 3:00 PM.