

SAN DIEGO MESA COLLEGE

**Mesa Pathways - Pathway Communication
Wednesday, October 7, 2020 - Zoom - 2437118723**

1. Welcome – Initial Thoughts/Check in
2. Approve Notes from Last meeting - 9/16/20
3. MPC Update - Anne/Jennifer/Andy
4. Pathways Communication 2020-2021
 - Web page update - Jennifer/Amy
 - Tool Box/Process for approving flyers/events - Jennifer
 - Plain Language Flex/Badge Program – Inna/Ingrid
 - Glossary - Ingrid
5. Roundtable
6. Next Meeting - Wednesday, October 21 - 4:00 pm – 5:00 pm

Brave Communication Meeting
October 7th, 2020
4:00 pm – 5:00 PM

Anne Henkien (Counseling Faculty/Transfer Center)
Jennifer Kearns (Director-Office of Communication)
Gily Nematollan (Transfer Center)
Amy Lee
Michael Fitzgerald (Faculty)
Ingrid Janye (Faculty)
Todd Williamson
Joel Arias (Office of Communication)

- Call to Order 4:05 PM
- Welcome – Initial Thoughts/Check in
- Approve and cleanup of notes from Last meeting - 9/21/20
- MPC Update - Anne/Jennifer/Amy
 - Communications presented the many “resources” available for MPC committee to utilize to maintain a consistent outward marketing overview so MPC work can be more easily recognized.
 - Made 1 page where all of the resources (reports, events, and others information related to MPC)
 - Demonstration of page and the ease to search for resources.
 - Overall consensus was it was much for user friendly.
- Web page update - Jennifer/Amy
 - Tool Box/Process for approving flyers/events - Jennifer
 - Demonstration of the archiving webpage “Reports Warehouse” working on another name.
 - Searchable by headers, sortable by date, type, title, and tags
 - Concern it might become to big or hard to search if items are not properly tagged
 - Amy has “cleaned” up a lot of the data, creating standard nonmeclatures
 - Talked about suggesions for more seacherable tags – Very open at this point
 - Workgroup Names, Sources, Author – Can be added as tags that are searchable
 - MPC Templates created that have more current styles
 - New “newsletter” template
 - All templates are now in one place and need to be re-presented at MPC
 - New templates are going on the Pathway Website with a “Toolbox” link from the Office of Communication

- Do we need a procedure to approve flyer and material used by the different MPC groups?
 - Only if it not from one of the approved templates
 - MPC has never set a process for using templates
Need to find a way for the different MPC groups to be able to communicate with someone/committee for quick approval of any non-template marketing materials

MPC needs to have a consistent marketing message!

MPC – tri-coordinators (TC)

Does MPC have to approval materials

Should TC be able to make determination outside of the campus communications office – if not how does the college MPC have a coordinated market presence?

Can group leaders be the liason to theTC for approvals?

Contact Howard and Toni on how we should move forward to assure corrdinated messaging regarding marketing materials.

- ○ Plain Language Flex/Badge Program – Inna/Ingrid
- Table discussion because Inna not present.
 - Talked about how the LOFT using badging and how this could be used as a starting point.

Next Meeting - Wednesday, October 21 - 4:00 pm – 5:00 pm

Adjourn 5:10 PM