

Professional Staff Assembly
Communication and Public Relations Committee Meeting
May 21, 2008 • 11 a.m. • Rose Administration Building Conference Room

Attendance: Wendy McMillan (chair), John Chambers, Julie Elmore, Sid Nau, Shana Rivers, Cresandra Smothers, Mary Jane Taylor, and David Wilson.

Wendy agreed to assume the chairmanship of the committee, replacing Adam Miller who has become the PSA webmaster. Cresandra agreed to continue serving as secretary for the committee. Both were nominated and approved without opposition.

Goals & Objectives – The committee agreed to do the following:

- Provide a list of constituents to representatives
- Continue sending talking points to representatives after each PSA meeting
- Keep representatives informed so that they stay in touch with constituents
- Update PSA flier, if needed, and provide revised version to human resources for new professional staff (during orientation)

Last year, the committee sent an e-mail to all PSA representatives listing their constituents and their constituents' contact information. The committee agreed that this practice should be repeated. Wendy will talk with Naomi about getting the constituent information and work on getting the lists out to the representatives. Wendy agreed to draft the e-mail that will be sent to professional staff. It will be short, direct people to the Web site, and ask them to check the list for the name and contact information of their representative. It also was noted that the e-mail should mention the updated PSA Web site and provide a link to the site. By the August PSA meeting the committee can have the lists ready for the representatives.

Cresandra said the list of representatives and their contact information also could be included in *Dialog* as it was last year. She also can include an announcement in *Dialog Extra* with a link to the PSA Web site so that people can view the information online.

Also, it was suggested that an e-mail be sent concerning the domestic partner benefits issue that was discussed at the May PSA meeting. The e-mail should focus on this issue only, and if the date of the summer meeting to discuss this issue has been set it should be included in the e-mail. Or, the e-mail can say the meeting will be held soon.

Newsletter – The committee decided that at this point PSA does not need to do a newsletter. Talking points should continue to be provided to representatives after each meeting and representatives can share those with their constituents. The Web site may better address the needs of PSA constituents than a newsletter at this time.

Web Site – It was suggested that the PSA Web site's home page could have a box for PSA talking points from the most recent meeting. The talking points could link to things that were talked about at the meeting for people who want more information on particular items. It was suggested that representatives could send an e-mail to their constituents highlighting a few key talking points and include a link to the PSA Web site for more information. Adam is looking at adding a place for people to submit questions on the PSA Web site.

PSA Flier – The flier can be disseminated to representatives at a general meeting of the PSA. Representatives can post the flier their area or give copies to new professional staff members. Wendy will e-mail a copy of the flier to the committee to review and update before reprinting.

NEXT MEETING

The committee agreed to have e-mail meetings during the summer unless there is a need for a call meeting for a specific purpose. In August the committee will begin having regular meetings and will meet the week after the PSA meeting with day and time TBD.

Submitted by
Cresandra Smothers, Recorder