

**NAIT ACADEMIC STAFF ASSOCIATION
COMMUNICATIONS COMMITTEE
Meeting Minutes – September 17, 2019**

Present: G. Cutting, R. Duke, P. Hawrysz, M. Simmons, S. Simmons, D. Ye
Absent: T. Needham, G. Wilson
Recorder: L. Bjorkquist

1. Call to Order: G. Cutting called the meeting to order at 3:14 pm.

2. Approval of the Agenda:

MOTION COMM-2019/20-1: Moved by M. Simmons, seconded by S. Simmons:
That the agenda of September 17, 2019 be approved as distributed. **Carried**

3. Approval of the Minutes

MOTION COMM-2019/20-2: Moved by R. Duke, seconded by P. Hawrysz:
That the Minutes of June 18, 2019 be approved as distributed. **Carried**

4. Orientation: G. Cutting reviewed the Communication Committee Orientation binder. This will be a 'living' resource to assist committee members in keeping informed and up to date on all the duties, functions and progress of the committee.

Constitution/Policy Bylaws: G. Cutting noted that the Legislation Sub-committee will continue to update the current documents as recommended by legal counsel (G. Cutting, P. Hawrysz, L. Bjorkquist and A. Weichel).

A draft ADMIN.010 Corporate Image Bylaw and Logo and Sub-brand guidelines were distributed to committee members. It was suggested that an external company be hired or to approach the Digital Media program to request assist with the development of guidelines via a student project.

Intercom: It was suggested that the committee consider a new format and/or a new blog site similar to the Athabasca University site.

Website: It was suggested that the site be redesigned. G. Cutting noted that this would need to be handled by an external design company.

ACTION: M. Simmons to confirm programs in the JR School of Business (ref. Policy ADMIN.001: Election Procedure Bylaw).
L. Bjorkquist to notify *Intercom* contributors of the next submission deadline.

Public Relations:

a. ACIFA has initiated an email/letter writing campaign and have offered two \$25 gift cards to each Association who participates. L. Bjorkquist reported that a webpage link has been developed for members to access information on the campaign which ends on September 28, 2019.

MOTION COMM-2019/20-3: Moved by G. Cutting, seconded by D. Ye
That the NASA Communications Committee purchase three \$25 gift cards for the purpose of a draw for the members who send a post-secondary education support letter to an MLA. **Email Motion Carried**

ACTION: L. Bjorkquist to order two additional gifts cards for the draw and submit the receipt to ACIFA for reimbursement.
L. Bjorkquist to send an all member reminder email regarding the ACIFA email campaign and draw incentive.

- b. Share the Warmth: G. Cutting reported that G. Thachuk has collected \$900 for Share the Warmth. And that retired NASA member, Jim Bacon, has volunteered to do shopping for required items as needed by the charities.

ACTION: P. Hawrysz to investigate bulk purchase of hygiene items.
G. Cutting to confirm purchase of baby items with the Bissell Centre.
A. Weichel to provide campaign budget and more specific expenditure updates to the committee.

5. Closing

a. **Questions/Comments:**

b. **Future Agenda Items:** Election Bylaw, NASA Logo policy and guidelines for usage, Intercom, Share the Warmth

c. **Next Meeting:** October 15, 2019, 3:15, **W201**

Meeting adjourned at 4:46 pm.

MOTION COMM-2019/20-4: Moved by R. Duke:
To adjourn. **Carried**

Gordon Cutting, VP and Chair
Communications Committee