CDI Communications Working Group
January 9, 2012
Davis City Hall Conference Room
8:30 am – 9:30 am
Draft Minutes

In attendance: Dominique Sayer, Nick Buxton, Chris Granger, Kathy Coulter, Janice Bisgaard

Welcome
Welcome to new member Janice Bisgaard, who works as publicity manager for UC Davis Department of Theater and Dance. Claire Black Slotton has also joined but was unable to attend today.

Announcements
Dominique may be reassigned in February and may no longer be involved with CDI

Review of 2011
Accomplishments:

- Establishing comms working group
- New Website
- Facebook, Twitter
- Newsletter
- Strategy Workshop

Challenges:

- Sporadic meeting; not enough shared leadership
- Database needs coherence
- Lack of cohesive message and shared priorities across all of CDI
- Training needed eg for website
- Who is doing what?

Goals and tasks for 2012

- Develop shared leadership
- Develop communications strategy alongside CDI strategy (bringing on board toolkits provided by Cool City/Cool California challenges
- Develop consistent, central, cohesive message
- Website maintenance training
    - **Action: Nick, Chris G and Kathy**
- Develop audiences and communication on FB and Twitter
    - interns
- Recruit intern(s) – strong writing skills
    - **Action: Write job description - Nick**
    - Partner with Davis Media Access?

- Review current technology solutions for newsletter
    - **Action: Nick and Chris G.**
- Review newsletter and integration with website
    - **Action: Nick, Chris B and Kathy**
- Database
    - **Action: Chris B, Chris G and Dominique to review**
- Work with core group and merge ‘Cool’ programs; organize an all-day strategy workshop to meet goals.
- Coordinate ACE program with Davis schools
    - **Action: Kathy (info from Nick)**
- Recruit new committee members
    - **Action: advert by Nick in Enterprise**

Meeting adjourned at 10:15 am