



Communications Report November 2013 Board of Directors

Executive Summary

On Friday, October 5 at 7:00am, the chairs of Communications, Organizing, and Legislative committees met with the Executive committee to discuss the development of a PAC promotion (campaign). The communications committee role in this promotion would be to educate and inform members about the importance of the PAC to fulfill the CSUEU mission and focus.

At our meeting, we welcomed our newest members: Kathleen Bruno from Chapter 305, San Francisco State and Jeff Nadel from Chapter 316, CSU San Luis Obispo. The committee is currently working on a number of projects including the University Employee and the design for the 2014 CSUEU calendar. We hope to have the UE in members' mailboxes by December 31. The calendar could be at chapters in time for their "End of Year" chapter meetings. We are also in the initial stages of starting the design for the spring poster which will have a contract bargaining focus. The "Know your Contract" (KYC) series in ENews is yet another project that the committee has been working on this year. There have been many lessons learned with this project. Our next step is to fine tune a schedule for this column in Enews. Lastly, our website review project is progressing forward and we hope to have it completed soon.

At the request of the Legislative committee, we updated the CSUEU brochure in late 2012 for use at CSUEU Lobby Day. This brochure is part of a packet for use at that event. The goal of both committees is to keep this brochure as up to date as possible for this reason. A revision will not be possible at this point due to the inventory we have on hand. The committee would like to recommend that the CSUEU brochures be included as part of the new employee orientation packet and also sent out to chapters for their tabling events and membership drives.

The Communications committee would like to thank the board of directors for your support this year. We look forward to a very busy 2014!

Full Report

PAC Promotion

The chairs of Communications, Organizing, and Legislative committees met with the Executive committee to discuss the development of a PAC promotion (campaign). Topics discussed included; messaging, goals, target audience, delivery, and timeline.

The communications committee role would be to educate and inform members. We need to stress the importance of the PAC to our membership. Our goal is to tell members the legislators

who we contribute to and our reasons. We also need to stress the importance of Lobby Day and districts visits and how this relates to the CSUEU mission and focus.

University Employee – December Issue

The committee discussed and assigned the articles, VP columns, Committee and BU updates for the December issue of the University Employee. This edition will focus on the progress in the upcoming contract campaign and introduce our Political Action Committee (PAC). We hope to have this issue in members' mailboxes by December 31.

University Employee for 2014

The committee discussed and tentatively scheduled 2014 University Employee issues for March, July, and October. The committee will schedule a GoToMeeting conference call for early January 2014 to discuss March issue.

2014 Calendar

This year the CSUEU calendar will include legislative activities (PAC promotion) in addition to our regular theme of portraying chapters and their activities. Legislative activity photos are in the months of March, April, May, August, and November.

The committee has asked Amy, an in house designer to develop the 2014 CSUEU calendar. We have sent her the photo, holiday, and quotes files. As of the last week of October, the committee is awaiting a draft copy. The committee hopes to have the calendar out to chapters by early December.

2014 Posters

Spring Poster: The committee discussed and agreed that the spring poster would have a contract bargaining focus. Suggested format is to wallpaper contract articles as a background and depict the bargaining team in a bargaining session.

We discussed a flyer (PDF) forwarded to the committee for consideration. The PDF promoted union membership using member testimonials. The committee discussed and agreed that we like the concept (member testimonials) and could develop our own variation of the flyer for the Contract Campaign, the PAC promotion, statewide and chapter membership drives. The committee will continue this discussion at our next meeting.

Know Your Contract (KYC) in ENews

The committee discussed some lessons learned from this project. We have found that it is best to have a specific focus (one or two key items) thus keeping the columns short and to the point. Workload has also been a factor in the approval process. The next step in this project will be to create a regular schedule for this column in ENews.

The committee has received some recommendations from a few board members and has put together a subject list from which we can write articles. KYC articles written to date include New Employee Probation, In Range Progression (IRP), and Personal Holiday. A KYC on

classification is hopeful to be the next column in November. The committee will continue this discussion at our next meeting.

New CSUEU website progress

John gave the committee an update on the progress of the CSUEU website since the GoToMeeting with Steve from CSEA IT. The moving of content from current site to the new site started this first week of October. John and Steve have done a walk through with most chapter webmasters. They have received positive comments on navigation and the clean look of the new site. The go live date for the new CSUEU website was October 15.

CSUEU chapter website review

The committee reviewed how to complete the excel spreadsheet and that the review should include all chapter sites (website, Facebook, twitter, etc...). Ray will take the lead on this project. We hope to complete this project soon.

CSUEU Facebook

The Communications Committee has taken over the monitoring the CSUEU Facebook page. John continues to monitor the CSU Employees Facebook page. Committee members who are not members were encouraged to join and participate in the group. The committee will continue our discussion at our next meeting.

CSUEU Brochure Review

The Legislative committee asked that the committee do a review of the CSUEU brochure. It is preferred that this brochure be as up to date as possible for the CSUEU annual Lobby Day. The committee had done a review and update in late 2012.

The committee discussed and developed a list of updates to the brochure. However, when we checked on the current inventory (about 1,750) of CSUEU brochures the committee decided to hold off and reevaluate in October 2014. We would like the Legislative committee to consider an insert of current CSUEU activities for the current brochure. We also recommend that the current brochure be included in all new employee orientation packets and also sent out to chapters for their tabling events and membership drives.