

**Communications Committee
Report
June 2014
Board of Directors**

Executive Summary

The Communications Committee met June 7, 2014. Members in attendance were Debbie Blair; Chair, Ray Finnell; Vice Chair, Kathleen Bruno, Jeff Nadel, and John Watson; Senior Communications Specialist. Absent was Donna Melendez.

The committee has a goal to do a “Know Your Contract” article in E-News for each month in 2014. In keeping with this goal, we scheduled articles for the next six months. We had several discussion items on the agenda one of which was a question to continue the ENews photo contest. Other items up for discussion included communication distribution emails to chapter presidents and a PIMS list discussion prompted by an inquiry from CSEA IT.

The committee was asked to discuss establishing procedures related to the publication of activist and member obituaries. Our discussion led to some initial procedures. The committee will continue to refine and finalize procedures at our next meeting.

The next issue of the University Employee is tentatively scheduled to be in member mailboxes in late September. In addition to developing the focus for articles, committee members were assigned Bargaining Unit and Committee updates. We gently remind all involved in the publication of the *UE* that we depend on you to help us get issues out in a timely manner.

The committee tentatively scheduled the CSUEU 2015 calendar. This calendar will reflect statewide and chapter activities during this year. The committee would like to remind chapter presidents that we are in need of photos from your chapter activities this year. Please remember that high-resolution photos are best for use in CSUEU publications like the *UE* and especially in our upcoming calendar. Be sure to submit your photos to John by September 20 for consideration in the 2015 calendar.

Finally, the CSUEU fall poster is tentatively scheduled to be at chapters in October. This poster will be in support of the November election. The committee felt that it would be most beneficial to do a Go Vote poster.

In addition to our regular committee projects, we will be very busy this summer and through the fall supporting contract bargaining and “Take a Stand” activities along with legislative assignments to support the upcoming November election. The committee wishes to thank the board of directors for their support this reporting period.

Thank you!

Full Report

Know Your Contract (KYC)

The committee's goal is to do a "Know Your Contract" article in E-News for each month in 2014. At our meeting the committee scheduled articles for the next six months.

July – Vacation (14) Time increases, 30 day request (14.9) and carry over limits (14.7)

August – Hours of work (18) Non-exempt and 40 work week.

September – Hours of work (18) Exempt

October – Hours of work (18) Compressed and Alternate work schedules

November - Leaves of Absence with Pay (15) Sick Leave (15.2-7)

December - Leaves of Absence with Pay (15) Catastrophic Leave Donation Program (15.8)

E-News Photo Contest

The committee discussed the continuation the campus photo contest in *E-News*. We have gone through all 24 campuses and are starting through the list again as of the last edition. We agreed that the campus photo contest is well received by readers and should continue. The committee will review this column again at the end of the next round, which should be in 2 years.

In Memoriam

The committee discussed establishing procedures related to the publication of activist and member obituaries. We decided to recommend a two-tier procedure on the publishing of obituaries.

Tier 1 – This tier would include statewide officers, staff, and longtime activists well known for their union activities. The posting of tier 1 obituaries in *CSUEU E-News* will continue to be at the discretion of the president and the statewide officers

Tier 2 – This tier would include chapter activists and other CSUEU members. The posting of tier 2 obituaries in the *CSUEU E-News* will be done as a year-end "In Memoriam" listing submitted by chapter presidents. The December issue of *E-News* could feature an article with a link to the list. The January issue of *E-News* could include a short description and a link to the list.

The committee will continue our discussion of this agenda item at our next meeting to refine and finalize procedures.

Communications Email Blasts

The committee discussed communications e-mail blasts to chapter presidents for distribution to their members. The committee discussed and agreed that there is a need to establish a procedure for requests for e-mail blasts.

We ask that requestors give four editors/approvers 3-5 work days to process a request and distribute to chapter presidents. Those approvers are: CSUEU President, Senior Communications Specialist, CSUEU Executive Director, and Communications Committee Chair

The committee recognizes that there will be times when we receive a request for an emergency e-mail blast (distribute within 24 hours). In this situation, the editors/approvers will decide by majority vote if it should go out within 24 hours.

Mailman

The committee discussed the use of Mailman and how it can potentially get us to a statewide database of email addresses of our members.

There are 12 chapters using Mailman. We've always offered Mailman on an opt-in rather than required basis; the remaining chapters have varying reasons for choosing alternative systems. We discussed whether the statewide officers and/or Communication committee should require chapters to use Mailman. We were told that this has always been on the bargaining teams' radar. The request has been made yet again during the current negotiations. We will continue this discussion at our next meeting.

PIMS List

CSEA IT can create a dashboard of current, monthly information tailored to each of the 24 chapters but they need to know what type of information would be most helpful.

Ray will be contacting chapter presidents for input. The committee will gather responses and forward recommendations to Alisandra and Pat.

University Employee

The most recent issue of the *UE* was scheduled for April but ended up being distributed in May. The committee tentatively scheduled the next issue of the *UE* to be in members mailboxes by September 30. This issue will focus on contract bargaining and "Take a Stand activities along with educating readers on the CSUEU PAC and the upcoming November elections. We gently remind all involved in the publication of the *UE* that we depend on you to help us get issues out in a timely manner.

2015 CSUEU Calendar

The committee decided to do a flip style calendar. We put a timeline together and tentatively scheduled November 21 as the delivery date to chapters. The committee discussed several possible themes and decided that based on the types of photos that have been collected so far this year we should include contract bargaining & Take a Stand activities, Legislative activities, and other chapter activities.

The committee encourages all chapters to send their chapter photos to John by September 20 for consideration in the 2015 calendar. Please remember that high resolution photos are always best for publications.

2014 Fall Poster

The committee discussed possible themes and developed a tentative project timeline. We decided that it would be most beneficial to do a Go Vote poster. We hope to have the posters out to chapters by October 7.