Brave Communication Meeting
December 4, 2019
3pm to 4:30

Members in attendance
Andrew MacNeill (Administrator)
Maya Asirai Del Rio (Student Services)
Hannah Padilla Barajas (Faculty)
Ingrid Jayne (Faculty)
Inna Kanevsky (Faculty)
Giovanni Garcia (Classified Professional)
Gity Nematollah (Transfer Center)
Jennifer Kearns (Director-Office of Communication)
Anne Hedekin (Counseling Faculty/Transfer Center)

***Review of minutes.*** Minor corrections noted. Members encouraged to go make corrections as noted.  October meeting approval tabled.

***Plan for Spring***
Looking ahead-advised group we need another self assessment.

Summary:  Report out on the edits from MPC.  Edits go to PCab.  Senate will have additional meeting to approve. Senate approve to sign off-being writing final document.  Expected Friday 12/6. Will be voted on Monday 12/9.

Retreat for MP on Monday of Flexweek
Set course for spring and beyond. Discuss function of the group. Define role as in have groups determine own mission and report to MPC or MPC provides guidance based on priorities. Revisit how moving from 6 groups to 4.

Logic Model as a Guide for our group.
Look at ways to keep everyone at the table informed. Broke out into groups to revisit and brainstorm about the logic model.  Brainstormed resources such as web, creating a glossary, simplify language in and outside of the classroom.  Revisit logic model today because we have not referred to it during most of Fall. Identify ways to approach the communications plan.

Concerns about how to reign in all ideas as the communication piece is huge. Andy provides a brief history of the bubble last year. One area that needs attention is a communication plan, website.  Look to spring to implement ideas and guidance form MPC. Jennifer provided an overview of the MPC's sub group which was tasked with defining direction for spring. Once new clarification from MPC regarding committee roles can solidify Spring plans.


Andy's Group Brainstorming Thoughts

- Survey for committees
- Shared governance roles
- PIE survey
- Bullet point summary of how to move info across campus to give input
- Look at what, who and how
- Pushout info to read or make available to campus
- Roadshow
- Overall communication plan
- Present communication plan to MPC

Gio's group
- Inputs-glossary of terms
- Resource investing what we have to work with
- The timeline/skeleton plan of deliverables
- Use social media connect to more streamlined to reach more groups

Jennifer's group
- Logic model looking at various age groups on campus. May not fit with all our constituent groups
- Some inputs are in the wrong places
- Main change how to handle communication
- Communication with in pathways and MPC
- Communication plan, once approved then we can provide a plan to MPC and implement the plan. Jennifer went over the elements of a communication plans in detail from white board brainstorming session. Picture included.

Jennifer has met with Isabel to get a plan together for the campus.  Working on questions of logistics, hiring a consultant.

Next step goals after self reflection, brainstorming and feedback during meeting
- Create timeline for creation and implementation of communication plan
- Take framework to MPC for approval
- Flesh out the entire plan at meetings during spring. Delegate out categories

Some questions about the logic model and need for revision. Suggestions to update the logic model.
- Clarifying roles for inputs.
- Explain how communication aids will happen
- Questions about reports format such as PIE
- Review the PIE reporting model/form. Consider using the PIE communication model and specific audiences. Adapt their document for our use, if possible.

Overall theme: **"Work smarter, not harder!"**

Meeting wrap up.  Great meeting a lot of ideas fleshed out.  Hope to have more clarity. Quick look at spring.  No catalyst conference session. Work on flex activities and plan for the communication plan.

Next meeting 12/18.  Work on planning for the plan

Meeting adjourned around 4:30 ish.

# STUFF

- Glossary
- Workshops / Professional Learning
- Communication Plan
- Website
- Regular Updates
- ✳ • Our Charge (what are we tasked to do)?
- Logistics
- Delegation
- Interest Groups
- Outreach
- Information balance

## MORE STUFF

- Goals/Outcomes/Targets (short term / long term)
- Timelines/calendar
- Buy-in/representation
- Social media
- Evaluation
- Implementation
- Sustainable/scalable/viable
- Resources
- Leverage existing (work smarter, not harder)

# Communication Plan

▷ Brave Communications

- **Who** — To whom: Internal (MPC & Workgroups) & External (Campus, students & public)

- **What** — Accessible info about Mesa Pathways
  Strategies & tactics
  Desired goals/outcomes

- **Why** — Incorporate Pathways/systemic/accessible equitable/inclusive

- **Where** — Where does communication happen?
  Web, classroom, newsletters
  — Internal vs. external

- **How** — MPC and workgroups report out
  Feedback from students & Mesa community —
  (specifically faculty & counselors)
  (peer navigators/mentors/tutors)

- **When** — ① Planning for Plan
  ② Go live
  ③ Implementation
  ④ Feedback/Eval