COMMUNICATIONS COMMITTEE

Lysa Sassman, Chairperson
Ann Katzburg, Vice Chairperson
Mona Davidson, Recorder
Jim Groth, Board Liaison
Jonathan Goldman, Consultant
Claudia Briggs, Consultant

MAJOR POLICY – Immediate Action (2/3rd vote required)

None

MAJOR POLICY – First Reading (or Second Reading)

None

OTHER ITEMS FOR IMMEDIATE ACTION

None

REFERRALS TO THE BOARD OF DIRECTORS

- The Communications Committee recommends nominations for the 2012-13 CTA State Gold Awards.
- The Communications Committee recommends dates for the 2014-2015 CTA Pocket Calendar.

MATTERS PENDING

None

INFORMATIONAL ITEMS

- 1. Chairperson Lysa Sassman led a group brainstorming session with the committee to share possible topics and story ideas for the *California Educator*. The committee also recognized and thanked the Communications Department for their hard work on the CTA Anniversary celebration last October.
- 2. Committee Vice Chair Ann Katzburg discussed the judging of the CTA State Gold Awards and the dates for the pocket calendar.
- 3. Communications Manager Jonathan Goldman discussed CTA's new pilot reading program, <u>California Reads</u>, and how it is expanding the scope of the traditional Read Across America celebration. The committee reviewed and discussed many new sections on cta.org:

- a. Common Core (www.cta.org/commoncore)
- b. Local Control Funding Formula (www.cta.org/lcff)
- c. Educator Rights in the Issues and Action section
- d. CTA History (www.cta.org/ctahistory)
- e. CTA Oral History Project (www.cta.org/oralhistory)
- f. CTA Blog (www.cta.org/blog)

In addition, the committee learned how to easily use new functionality on the CTA website to easily share *Educator* articles via social media.

4. Communications Assistant Manager Claudia Briggs reviewed the recent issues of Capitol News with the committee. Members will continue to read and pass along to keep others informed on legislative news.

Members of the committee will be monitoring the baseless and meritless *Vergara v. State of California* lawsuit which aims to overturn due process protections for teachers. The trial begins January 27th in Los Angeles Superior Court. CTA and CFT intervened in the lawsuit to ensure the educator voice is represented in court. Committee members will be responding to news articles and encouraging colleagues to add the educators' voice to the conversation—in newspapers, journals, blogs, and online.

5. Board Liaison Jim Groth reported on the importance of making personal contact with reporters, the Long Term Strategic Plan, the upcoming election season, and that IFT grants applications are available on the CTA website and due at the end of April.

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None

New Business

None