

## **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 (2/3<sup>rd</sup> vote required)**

None

### **MAJOR POLICY – First Reading (or – Second Reading)**

None

### **OTHER ITEMS FOR IMMEDIATE ACTION**

None

### **REFERRALS TO THE BOARD OF DIRECTORS**

- Dates for the 2013-2014 Pocket Calendar.
- Recommendations for 2013 Communications Awards Winners.

### **MATTERS PENDING**

None

### **INFORMATIONAL ITEMS**

1. New Chairperson Lysa Sassman welcomed everyone to the first meeting of the year and thanked everyone for their hard work during the recent election.
2. Board Liaison Jim Groth explained the role and work of the Communications Committee and recognized the Communications Department for its successful work in last November's elections.
3. CTA Associate Executive Director Becky Zoglman talked about the media fund and plans for CTA advertising this year, which will center around CTA's agenda for public education, the work of educators in their schools and colleges every day and celebrating CTA's 150<sup>th</sup> Anniversary. The advertising will include radio, cable TV and online. It will also again be in multiple languages and include ethnic outreach.
4. The Committee discussed with its members the successful impact of all the earned, paid and social media during the November election, including advertising in the ethnic

- communities. The CTA media fund helped provide additional advertising for the Prop. 30 and 32 campaigns. The committee also commended CTA for the “thank you” radio ad that ran statewide after the election, which was very well-received by voters and parents in their communities.
5. Communications Manager Jonathan Goldman shared an overview of election campaign activities performed by the Communications Department. The committee discussed the recent campaign--including social media activities, the CTA website’s campaign microsite and mobile apps where members could go for campaign resources, voter guide, voter registrations, talking points and other resources. They reviewed the October repurposed State Council weekend activities and the virtual State Council Facebook page where Council members shared their various campaign activities, videos and photos from that weekend. The website analytics showed a spike in people visiting the website in early November to view resources. The Communications plan included an aggressive email campaign to leaders and activist with ideas for sharing election information with members and other voters.
  6. CTA’s Read Across America celebration is March 1, 2013. The theme this year is ‘Reading Takes You Places’ and the official book for this year is *Our California* and is available in English and Spanish. Information is on the website at [www.cta.org/raa](http://www.cta.org/raa).
  7. As CTA celebrates its 150<sup>th</sup> anniversary, the Communications Department will play a large role in developing resources and sharing important information. The committee learned about celebration plans being developed for the October State Council. More information about and resources for CTA 150<sup>th</sup> anniversary can be found at [www.cta.org/150](http://www.cta.org/150).
  8. Assistant Communications Manager Claudia Briggs discussed working with the media in advance of Michelle Rhee releasing her Student’s First report cards, which resulted in a significant reduction in media attention to the report card. The committee learned of new legislative communications tools planned for the year.
  9. The committee had a group discussion about long-term strategic planning and the role and challenges of being a State Council member and connecting the work to local chapter members.