COMMUNICATIONS COMMITTEE
Katie Young, *Chairperson*
Lysa Sassman, *Vice Chairperson*
Ann Katzburg, *Recorder*
Jim Groth, *Board Liaison*
Jonathan Goldman, *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

MATTERS PENDING

None

INFORMATIONAL ITEMS

1. Chairperson Katie Young welcomed everyone to the meeting and thanked everyone who attended the John Swett reception last night. Katie thanked everyone for their support during her nine years on the committee, the last three as chair.
2. Lysa Sassmann thanked everyone for their participation in last night's Swett reception.
3. Board Liaison Jim Groth thanked everyone for participating in the Campaign 2012 training. He discussed the proposed new schedule for State Council that is designed to save the organization money.

   The committee also discussed experiences in the field and ways to communicate with our members to bring awareness of issues critical to CTA in the Campaign 2012. There was discussion of how to educate our new members and re-educate other members of the importance of belonging to a union and the work ahead of us in the fall election.

4. Associate Executive Director Becky Zoglman presented the Teacher Evaluation Framework that was crafted by the Evaluation Workgroup with the input of local educators, committee chairs, chapter presidents, state council representatives, high education members and researchers.

5. Communications Manager Jonathan Goldman discussed recent changes to the CTA website. The committee also got a sneak peak of the new Campaign 2012 section of the website that will be launched later in June. The section is designed to educate members and voters and to empower voters to share information. The landing page will have CTA campaign videos, news stories and how CTA stands on the issues. Social media will be an important tool during this campaign. The information on this campaign page can be easily shared through Facebook, Twitter and E-mail. The campaign section will include a tell-a-friend section, mobile warrior and show and tell sections. The CTA staff is also working on a mobile delivery of the CTA campaign section.

6. Old business: None

7. New Business: Elections were held for the Communications Committee.

   The new officers are: Lysa Sassman, Chairperson and Ann Katzburg, Vice Chairperson were elected by acclimation. Mona Davidson was elected Recorder.

8. Certificates of Appreciation were given to outgoing members of the committee: Chair Katie Young, Marc Medefind and Hattie McFrazier thanking them for their many years of service as members of the Communications Committee.