

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 committee moved to refer the attachment proposed change to the Communication Awards (see attachment).

MATTERS PENDING

None

INFORMATIONAL ITEMS

1. Chairperson Lysa Sassman welcomed everyone to the meeting. In honor of NEA and CTA's April 2nd Raise Your Hand for teaching over testing day, she encouraged committee members to take a "selfie" at the photo booth to promote on Facebook. Committee members were urged to share story ideas for the *California Educator* with the editor, Cyndi Menzel at cmenzel@cta.org.
2. The Communications Committee was encouraged to share their copy of the *California Educator* with others in their community. For example, leaving copies of the magazine in public areas such as airports, dentist office etc., allowing the public to see the work we are doing and promoting teachers in a positive light.
3. Committee Vice-Chair Ann Katzburg discussed the Standing Policy Subcommittee meeting where the Communications Awards program was reviewed. Recommendations for changes to the Jose Colmenares Memorial and the Ralph Flynn Memorial Awards are being made to the CTA Board.

4. Board Liaison Jim Groth reminded members of the Cesar Chavez celebration tonight. He thanked the committee for its support of, as well as provided and update on the recent Alpine district strike.
5. Communications Assistant Manager Claudia Briggs discussed the media work around *Vergara v. California*, which concluded on March 27 and is now being deliberated by a Los Angeles Superior Court judge. A decision will be issued within three months. During the trial, CTA had two news conferences which generated a lot of media coverage. Members were recognized for sending letters to the editor and op-eds about the lawsuit. Committee members reviewed the Vergara section of the website (www.cta.org/vergara). This new section contains links to months of media stories, videos of our press conferences and takes you inside the courtroom to watch video of key testimonies.
6. The committee took a look at the “At the Capitol” (www.cta.org/capitolnews) section of the CTA website. This is where talking points and information on legislation will be updated after Council.
7. Communications Manager Jonathan Goldman shared this year’s Day of the Teacher theme— California Teachers: Inspiring our students, strengthening our communities.
8. The committee discussed the upcoming campaign season and were encouraged to use their social media profiles to promote Tom Torlakson for Superintendent of Public Instruction, as well as other CTA recommended candidates. Following Council, the CTA Campaign section on the website (www.cta.org/campaign) will have materials and resources for you to share with members.
9. The committee learned how to easily share materials from CTA’s website on their social media profiles and took a look at the update CTA blog (www.cta.org/blog).

Old Business

None

New Business

None

(from page 177 of the CTA Organizational Handbook)

RULE 11-5: Communications Awards

Communications Awards recognize and honor CTA chapters for effective communications with their members and the community. *(Adopted February 1995; Amended April 2000)*

1. **Jose Colmenares Memorial Award.** This award recognizes overall excellence in chapter communications. ~~and is only given if entries merit consideration.~~ *(Amended April 2000)*
 2. **Ralph Flynn Memorial Award.** This award recognizes efforts by CTA locals to use modern technology to communicate with their membership and the public ~~through the web pages.~~ *(Adopted February 1995; Amended March 2000, April 2000)*
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(from page 388 of the CTA Organizational Handbook)

IV. Communications

Communications Awards Programs

A. Introduction

The Communication Awards Program is designed to:

1. Encourage CTA chapters, service centers and UniServs to communicate with their members and to;
2. Recognize and honor those CTA chapters, service centers and UniServs which communicate regularly and effectively.

Entries are solicited each summer from the previous school year. The entries are judged by members of the Communication Committee of CTA's State Council of Education. The awards are conferred at local Service Center Councils. *(Amended September 1993, May 1999, June 2005, January 2010)*

Entry forms are prepared and distributed by CTA's Communications Committee. The form is accompanied by a copy of CTA's Mission Statement.

B. Awards and General Requirements

1. Awards

Recognizing the diversity among CTA affiliates, especially in their size and resources, the Communications Awards Program allows for the granting of more than one award in each category. Each entry judged deserving of an award receives an inscribed plaque.

In addition, Merit certificates are conferred for entries that are of very high quality, but not viewed as qualifying for an award.

2. General Requirements

Entries should reflect the philosophy and principles of the chapter, service center or UniServ and of CTA-NEA. Nominations should include, but are not limited to: *(Amended January 2010)*

- a. Devotion to equal education opportunity and to raising the quality of education for all students,
- b. A parallel allegiance to elevating the status of the teaching profession and advancing the well-being of its members,
- c. A commitment to reflecting the state's cultural and ethnic diversity and to promoting mutual understanding and respect among all Californians, and
- d. Affiliation with CTA and NEA. *(Adopted January 2010)*

Locals may submit entries into as many different categories as they choose, however, locals may not submit multiple entries in one category. *(Amended January 2010)*

C. Categories and Specific Requirements

1. Newsletters and Newspapers

- ~~- Locals with 1 to 99 members~~
- ~~- Locals 100 to 499 members~~
- ~~- Locals 500-999 members~~
- ~~- Locals 1000-2999 members~~
- ~~- Locals 3000 to 4999 members~~
- ~~- Locals 5000 and above~~
- Small locals with 1 to 499 members
- Medium locals with 500 to 2999 members
- Large locals with 3000 members or more

Newsletters and newspapers **may** be of any size and shape.

The date of the publication and the address of the CTA chapter, service center or UniServ must be indicated on each newsletter or newspaper. Additionally, publications must include reference to or logos of CTA/NEA affiliation. At least three (3) samples of different issues of the publication must accompany the entry form. *(Amended: June 2005, January 2010)*

2. Special Membership Communications

Awards for this category will be given in the following three areas: *(Amended January 2010)*

- Publications - printed material such as flyers, surveys, handbook, etc.
- Audio-visual media, tapes, videos, CDs or DVDs, etc.
- Other forms of communications. *(Amended: June 2005, January 2010)*

3. Communications to Parents or Community

This category is designed to recognize outstanding efforts by CTA affiliates in reaching out or informing parents or other members of the community. *(Amended January 2010)*

Awards for this category will be given in the following three areas:

- Publications - printed material such as flyers, surveys, handbook, etc.
- Audio-visual media, tapes, videos, CDs or DVDs, etc.
- Other forms of communications.

Number of copies produced, the target audience(s), and the distribution must be indicated, as well as the person(s) who produced the entry. *(Revised June 2005, January 2010)*

4. Jose Colmenares Memorial Award

Jose Colmenares (1930-84) was manager of CTA's Communications Department from 1977 until his death. This award was established, in his honor, in 1985.

The Colmenares Award recognizes outstanding overall contributions to communications with members and with the community. ~~What's looked for is an effective, coherent, and extensive communications effort. Such efforts include special campaigns, community outreach, or effective support for a political campaign.~~

- Publications - printed material such as flyers, surveys, handbook, etc.
- Audio-visual media, tapes, videos, CDs or DVDs, etc.
- Other forms of communications.

~~No one affiliate or member is eligible for the Colmenares Award more than one time in any five-year period and the purpose of this award is to recognize the extraordinary, rather than the usual day-to-day communication effort.~~ Winners will be recognized at a State Council meeting. *(Amended January 2010)*

5. Ralph J. Flynn Memorial Awards for Websites Digital Media

Ralph Flynn was Executive Director of CTA from 1976 to 1995. Under his visionary leadership, CTA grew into one of our nation's most progressive, effective advocacy organizations. Mr. Flynn's leadership truly made the CTA great as he helped it develop many programs including our multi-faceted communications program, during his tenure. These awards are meant to recognize efforts by CTA locals to use modern technology to communicate with its membership, and the public, through ~~websites~~ digital media. *(Amended January 2010)*

Categories shall be:

- a. Category A, ~~General Websites~~ Member Engagement (aimed for audiences equivalent to chapter newsletter/newspapers), broken down by size of local; and
- b. Category B, Special Purpose ~~Websites (created for a~~ (use of digital media for a specific period of time, for a specialized purpose or project.) *(Amended January 2010)*

D. Administration of the Programs

The Communications Committee of CTA's State Council of Education judges entries and forwards its recommendations for awards to the Board of Directors. Final selections are made by the Board.

Entry forms and detailed instructions for preparing entries are sent to chapter presidents shortly before the traditional school year opens. Entries must be postmarked by the specified application deadline. For further information, contact: Manager, Communications Department, California Teachers Association, 1705 Murchison Drive, Burlingame 94010, or refer to the CTA website. *(Amended June 1989, May 1999, January 2010)*