

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

- Recommendations of the Communications Award winners to the Board for approval.

MATTERS PENDING

None

INFORMATIONAL ITEMS

1. Chairperson Lysa Sassman welcomed everyone to the first meeting of State Council for the year, and committee members introduced themselves. The committee revisited the new schedule in place beginning this State Council and discussed the possibility of changing subcommittee meeting times to Saturday morning or incorporating it into the Communications Committee meeting.

As part of the Committee's activities, members reviewed the newly-redesigned *California Educator* and met in small groups to provide feedback to Editor Cyndi Menzel. Members will be looking at the website at the January meeting.

As part of the committee's ongoing efforts to remain active throughout the year, members will be serving as media first responders to take on some of the attacks on public education in news articles, columns, editorials, etc. Committee members will receive an alert from communications staff prompting members to take action. Action will include letters to the editor, comments on websites, Facebook posts and shares and forwarding on to colleagues and friends for similar action.

The committee approved the June meeting minutes after a few corrections were submitted.

2. Committee Vice Chair Ann Katzburg discussed the Communications Awards judging that took place in subcommittee Friday night. There were a total of 22 submissions. The committee will be looking at revising rubrics and criteria to make the submission and judging process easier and more user-friendly to encourage more locals to submit entries. Promotion of entry submissions will begin earlier next year. The standing policy subcommittee will review the awards brochure and awards rubric and report back to the committee.
3. Board Liaison Jim Groth walked through the ongoing efforts to celebrate CTA's 150th anniversary up to and including Saturday evening's gala. Committee members viewed the oral history project featuring six past CTA presidents and others who take a walk down memory lane as they remember all the good things CTA has done for educators and students around the state. A lot more is available at cta.org/oralhistory. Committee members joined him in recognizing the hard work of communications and other CTA staff to ensure the 150th anniversary of CTA was properly commemorated.

Three items brought to the committee members' attention were the Long Term Strategic Plan that will be presented Sunday, the pension initiative recently unveiled by the San Jose mayor and a handful of counterparts as well as the FPPC's fine imposed on the Arizona-based group of mysterious donors for funneling \$11 million into California to defeat Proposition 30 and pass Proposition 32.

4. CTA Associate Executive Director Becky Zoglman welcomed the committee to the first meeting of the year. The committee received the fall TV and radio media ads that showcased the work of educators in their schools and colleges and tied back to CTA's 150th anniversary. The radio ads ran on more than 80 stations in every media market in California in English, Spanish, Mandarin, Korean, Vietnamese, and Hmong. TV ads ran on cable stations in all media markets in California. The ads are available on CTA.org and are running in the hotel this weekend on channel 45.
5. Communications Assistant Manager Claudia Briggs discussed the *California Educator* redesign and appreciated all the feedback on the magazine by the committee. The committee received an update on communications programs since it last met. The report included a recap of the 2013 Summer Institute trainings, new pilot ordering program of membership materials, the California Reads pilot reading program which promotes reading throughout the year along with a selection of reading recommendations, activities around the 50th anniversary of the March on Washington, and upgrades to the CTA blog search functionality on CTA.org

Committee members also received an update on legislative communications including AB 484, AB 375 as well as the ongoing publication of Capitol News. Earned media efforts continue to be a major priority and committee members are committed to following along and staying informed by reading daily News Clips and making their voices heard when necessary.

Old Business

None

New Business

None