

Communications Committee Meeting  
December 1, 2016  
Minutes

Present: David Schopp, Chair, Sue Maturkanich, Karen , Zyczynski Kay Walker, Dan Rudd, Judy Foster  
Absent: Nancy Coscarelli, Peg Schroder, Earl Hagstrom

Meeting called to order: 10:12AM

- 1) The two major goals of the communication committee were reviewed.
  - a) Provide appropriate content to our electronic communication system as needed.
  - b) Approval of published information for the website and Constant Contact is to be confirmed by the MEA-Retired President and/or the MEA-Retired Vice- President.
- 2) A brief discussion of the two goals occurred. It was agreed that each committee member would be encouraged to contribute to the goal of seeking and sending appropriate content to the President and Vice President for the purpose of publishing on either the website and/or emailed via constant contact.
- 3) David shared that the major problem of keeping both the website up was the finding of appropriate and timely content. He mentioned that the majority of websites posts came from MEA Capitol Comments and the Voice. He also stated that the two electronic communications systems are linked together and that traffic on the website is directly linked to the email system.
- 4) Website Revision: The committee began to discuss the website revision and started by comparing the current website with the draft of a new website. Sue and Karen mentioned that liked the new look of the draft. (it looked more modern, liked the white space, not as busy).
  - a) Logo of the new website: General discussion in regards to the new and different looking logo the Shumaker group developed.

b) 10:35AM Kyle Shumaker and Jacob Burger the webmaster joined the group and listened to the discussion regarding the logo. Kay reviewed that most state's retirees groups use the same logo and color schemes of their active groups. Dan said that he thought that the new website logo should reflect or keep the same logo as the parent organization. It was pointed out that the new logo could be taken as website of Maine Retired or Masseurchutes Retired instead of the Michigan Education Association. Dave showed the group all of the public logo's of the Michigan Education Association. He also mentioned that he had asked to have the officer's request the graphic department to possibly develop a new MEA-Retired logo for the website. Judy stated that the Board of Directors would make the final decision in the January in regards to a possible revision of the new website logo.

c) Rachel Beyer the graphics editor of the MEA was brought into the room. The group decided that the best way to resolve this issue was to have MEA graphics work with the Shumaker group to develop a new logo for the website. It was thought that this work would start later on in December and would be completed in time to be reviewed and possibly approved at the January Board of Directors meeting.

d) Pending approval of the MEA-Retired Board in January, the new website is expected to become active following their approval. Dave will work with the Shumaker group to keep both of the websites in sync.

Meeting Adjourned: 11:50AM