Communications, Outreach & Recognition Committee
October 27, 2020
2:00pm - 3:00pm

Committee Chair:	Ellen T. Miller
In-Attendance Voting Members:	Marcy Benda, Marin Cherry, Kristen Ciferri, Jackie Creaque, Andrea Haenlin-Mott, Michelle LoParco, Carrie Sanzone, Kate Supron, Denny Totman (added new member)
In-Attendance Non-Voting Members:	Ashley Miller, Jessica Withers

AGENDA

1. President's Address to Staff Recap

   ~2,000 attendees; overall positive feedback, appreciation of upbeat message

2. EA Appreciation Award Recap
   - Prepare Prize(s)
     - Plaque for group
     - Certificates for individual group members
     - Appreciation portal recognition
   - Press Release
     - EA newsletter 11/16

   prize preparation, building care team (384 members)
   - *possibility of multiple plaques: Andrea mentioned there are time clocks by supervisor (about 16); Ellen will look into smaller plaques or printed and framed certificates. Ellen can order the standard plaque.*
   - *certificates of appreciation by email?*
   - *could do appreciation portal (via a new EA account; Ashley will get that started). Ellen will touch base with Kristie Mahoney about doing large quantities (from earlier essential employee appreciation initiative)*
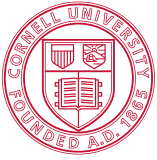
   List of past winners on website?
   https://assembly.cornell.edu/shared-governance-cornell/employee-assembly/staff-awards
   Need to update this site; Ellen will work with Wendy.

3. EA Priorities Poll

   Kate has poll ready; goal is to get it out week of Nov 16. Michelle will add this to the next exec committee meeting for final feedback. Will randomize priority order and ask staff to rank choices (rather than picking just top one). Carrie clarified that the choices are already randomized in the original Qualtrics; she also cautioned group to keep the survey simple so that more people respond.

May want to add in the question about how well does EA represent you (since only asked in the university survey every 5 years). Jackie added possible language surrounding newsletter (stand alone or compilation).

4. EA Voice Newsletter: Nov 16th
   - Content
     - Priorities Poll
     - Appreciation Award
     - Welfare Committee
     - Education Committee
   - November/December Events to Highlight?
   - Upcoming Issues
     - Mon Dec 14th or 21st?

Nov 16, priorities poll top story, recap of appreciation award with nominees listed. Kristie and Andrea suggested welfare committee update. Laura Taylor asked to highlight the education committee in the newsletter, still thinking about how to add this. Carrie suggested the annual announcement about winter weather policy reminder (should be going out in next week or two); last year we followed this up with a reminder and inclement weather 101 type of article. Kristen suggested a recap of PATS (Dec 24th off!); link to an existing article and include our own text.

Feedback from Oct 19 newsletter: formatted in a homegrown communications email program that gets sent through Lyris, do others want to have accounts? (Carrie clarified that can search in Lyris to see if someone was sent the email.).

Carrie confirmed that our one-email per month limit was not affected by the staff forum announcements. Michelle explained that EA is scheduling a health/wellness staff forum with Dr Ann… from Cornell Health and another one (so two are in the works).

5. Awards & Recognition
   - Schedule & Updates
     - George Peter Award
     - Opperman (name TBD) Award
   - Appreciation Portal
   - Sub-Committee?

Kristen will touch base with Carrie to see where things were left with George Peter Award. Do have a timeline that was created last year. Kristen recommends having a subcommittee for any awards that get opened up for nominations.

6. Old / New Business

Discussion about Outlook calendar and staff events. Workday calendar has paid holidays. Marcy explained about sending calendar invites through Lyris, possible but cumbersome. Can a separate Outlook calendar of staff/EA events be created and made available to staff? Jackie has a CVM-EA calendar created, hasn't publicized it yet; Ellen will try adding it as research and will confer with Jackie (open shared calendar, search for CVM-EA).

7. Next Meeting Date: 11/10 @ 2pm