AU Neighborhood Partnership
Engagement and Communications Working Group
Zoom| 3:00 pm to 4:00 pm
June 3, 2024

<u>Working Group Co-Chairs</u>**:** Beth Deal, Betsy White

<u>Attendees</u>: Laura Marks, Jerry Gallucci, Viraj Gandhi

<u>JSA Attendees</u>: Don Edwards (facilitator), Donzell Robinson (facilitator), Milena Almetica (note-taker)

Next Meeting Date: TBD

Highlights	
Key Discussion Points	- Welcome and Introductions - Highlighting Community Member Stories - Review AU Neighborhood Partnership One Pager - Feedback for Community Postcard and AU Eagle Living Guide - Next Steps
Action Items	- Viraj will reach out to Beth to meet offline to introduce himself and work on a plan for the community member stories project - Viraj will complete the new member orientation and recommend ways it can be streamlined - Laura, Viraj, and Beth will work out a process for gathering feedback on the Community Postcard and AU Eagle Living Guide - Co-chairs, Beth and Viraj, will decide the August meeting date

Discussion Recap	
Welcome	- Don began the meeting and facilitated a round of introductions. - Viraj, the new community co-chair, introduced himself - Beth welcomed the group and reviewed the agenda.
Confirmation of New Community Co-Chair	Jerry shared his support for Viraj as the new community co-chair. There was no objection

Community Member Stories	• Beth shared an update on the Community Members Stories Project.
	• Beth: For this project, University Communications and Marketing has shared multiple stories about AU members engaging with the community and focused on tracking the performance of three specific stories. These stories had a 16% engagement rate compared to the 8% engagement rate that most social media posts receive.
	• Beth: UCM welcomes any new stories from people in any part of the community. They would also appreciate ideas on how to share these stories with the community beyond social media.
	• Don: Is this project something that AU will continue to roll out over the summer?
	o Beth: The team will take a break over the summer and restart publications at the start of the semester in August. The summer can be used to cultivate new ideas and complete the process of interviewing people and determining the best means of communication for the stories.
	• Don: Would the working group need to meet about this over the summer?
	o Beth: Not necessarily. Viraj and Beth can meet over the summer to draft a plan for the next three to six months. Then they will present the plan at the next working group meeting and request feedback then.
	o Viraj: Will send Beth an email with his availability.
	• Jerry: What does the word community mean to you, Beth?
	o Beth: AU is using its definition of community.
	• Jerry: What definition of community is the community stories project going to target?
	o Beth: One that it is connective rather than restrictive.
	• Jerry: For example, would a story about a group of neighbors, who are a part of the AU Neighborhood Partnership, advocate for better treatment of the unhoused be a community story for this project. Can it include businesses and neighbors doing good things not just AU members?
	o Beth: It would be great to do a story about AU neighbors
	• Don: It may be helpful to return to the strategy behind the community stories. How are these stories meant to serve AU's overall strategy including the goal to encourage more people to join the partnership.
Review AU Neighborhood Partnership One-Pager	• Beth: A designer is going to create the one-pager and it will be shared with the working group when complete. The objective is to share what the community partnership is in a visual and interesting way.
	• Beth: The goal of making the one-pager is to encourage new members to participate in the partnership and share information with a wider audience of people.
	• Laura: The Comms department would like feedback from this group and the steering committee to make sure they are hitting the right points.
	• Laura: They will also work on aligning their communications tools (e.g. newsletters, etc.) so they are more operable and streamlined.

	• Laura: After Viraj has completed the online orientation, she would like his suggestions on how to streamline it.

Feedback for Community Postcard and AU Eagle Living Guide	• Laura: It has been a while since the Eagle Living guide was last reviewed and she asked to revisit the conversation about getting feedback on the guide and the community post card.
	• Don: Collaboration between this group and the SSL working group to give feedback on these two items will likely be met with support. That work can be done over the summer. It will be important to work out a practical piece of how to make this operational and how to achieve this in time to make the right impact.
	• Don: Would you like to circulate something over the summer?
	    ○ Laura: Yes. She can share the current versions of the guide and postcard with both working groups and give members a couple of weeks to review and get that back to the AU side.
	    ○ Don will work with Viraj, Beth, and Laura to make a timeline for gathering feedback and ensure working group members are aware of the time window for responses.

Next Steps and Closing Comments	• Laura shared that she has second round interview with candidates for Director of Community Relations. • Viraj stated his next steps, a conversation with Beth and a completing the new member orientation • Beth shared her appreciation for Betsy's work and for Viraj's help moving forward