Committee  Michael Badal, Erica Bowers, Kelsey Brewer, José L. Cruz, Amir Dabirian, Berenecea Johnson Eanes, Diana Guerin, Danny Kim, Shari McMahan, Peter Nwosu, Kristin Stang, Mark Stohs, Sean Walker

Guest: Mary Ann Villarreal

Approval of Minutes – All

Minutes approved with no changes.

Communications Plan – Dabirian

The Marketing Strategy Subcommittee had their first meeting and discussed having a marketing and communication plan that would drive people to the AMP website. It was determined that the group will meet once a month.

They would like to use all the marketing vehicles that are available to the campus, such as the Senate Forum, FDC News, GarciaGram, and CSUF News. They would like to take advantage of channels that are already in place and are currently used for communicating with the entire campus.

The subcommittee would like to use marketing pieces that are small and manageable. One of the strategies will be condensing the current FAQ into two 700-word pieces. StratComm will work on this with the goal to have the first piece ready in early spring. All marketing pieces will be given to the committee to review prior to their release.

The subcommittee would like use the website for the anonymous feedback and social media for threaded discussions. Information garnered from social media will be monitored and given to the chairs of the subcommittees. The anonymous messages from the website will be compiled and shared with the chairs of the subcommittees as well.

They are also requesting input from subcommittees. If chairs would like a message/questions to be circulated to the campus, please contact Amir. They will add it to the marketing campaign and link it back to the website.

The student marketing strategies being discussed include the Daily Titan. Potentially a once-a-week or every-day-for-a-week piece where the chairs from one of the subcommittees would be interviewed. Another vehicle that will be used is the ASI media to broadcast information.

AMP Subcommittee Co-Chairs Report

Subcommittee 1: The subcommittee is meeting every week and is currently reviewing draft questions as a group.
Subcommittee 2: No update.
Subcommittee 3: The subcommittee had a presentation from the FDC in November. At their next meeting, they plan to discuss what is missing from the big picture as it relates to faculty.
Subcommittee 4: The subcommittee is working on a pre-pre-draft, which is currently 20 pages long.
Discussion – All

The point was raised whether the *Orange County Register* should be used as a vehicle for marketing. The decision was made that it would be best to wait until the first draft had been completed so the public has something to weigh in on.

The point was raised that the senate should be informed regularly. It was discussed to have the topic under announcements on the senate agenda. Bonney will also be including updates in the Chair’s Report. It was suggested that links to the AMP social media and website be included at the bottom of the Chair’s Report. It was agreed that the AMP website should be shown at an upcoming senate meeting.

It was suggested the AMP website be linked on the main campus landing site. Dabirian is looking into linking it to the main campus site and the A-Z index.

It was asked that if any subcommittee uncovers information that might be beneficial to another subcommittee, please make sure to share it with the committee chairs.

The point was raised that there was still some confusion as to how the AMP will be used in campus decisions, and that the FAQs may not be answering the question clearly enough and may need further clarification. It was decided to add an additional question to the FAQs regarding the scope of the AMP in decision-making.

The marketing subcommittee was going to work on making subcommittee resources easier to find on the AMP website.