

Communication Committee Meeting Minutes – September 22, 2023

1:40 am to 3:00 am –Broadway 1

Chair: *Kassia Krone and Carrie Fitzpatrick*

Attended: Kassia Krone, Katie Mudd, Carie King, and Kaitlynn Sass

• Business

- We reviewed the Sigma Tau Delta style guide for consistency [e.g., capitalizing “Advisor” and “Region” but not “member” or “chapter”] and usability. We concluded that no changes need to be made at this time, but we do encourage others to download the style guide from the website so that we can all stay consistent with our correspondence.
- Kassia explained that the Regents’ Committee members have been approved to communicate with their constituents using current platform(s) without CO review.
- We discussed possible ways for advisors to be more involved with convention in collaboration with Service and Partnerships. We suggested that advisors be given a panel to discuss best practices (possibly the winners of Outstanding Chapter Award, Literary Journal Award, and Service Award). We also suggested that advisors be recognized or spot lighted on social media or at convention in some way. Service and Partnerships added that we promote advisors’ work during the book exhibition.
- We have nothing to add in terms of website updates at this time.
- Katie noted that Facebook may be an outdated platform for us to use, but that it did help with alumni relations, many of whom still use it. Instagram may be a better choice moving forward for more undergraduate engagement. Twitter or X is still on shaky ground, and some of the new platforms like Threads have not gained enough traction yet to be considered, but may be useful in the future.

Action Steps

1. Carrie, Carie, and Kassia will judge the literary journal awards before the December deadline.