

Golden Gator Committee

Minutes, 8-10-07

Meeting Agenda– Aug. 10

- Discuss purpose/goal of the awards program. Is statement (in section 2 of binder) too vague? Should class projects be included or should the program be limited to current UFCN communicators?
- Discuss if awards presentation should continue to be part of the Annual Retreat.
- Brainstorm pros and cons of last year's contest.

Meeting Minutes

Present: Caswell, Stevens, Frey, Singh–Kreitz, Stewart

- Discussed the mission statement of the awards program. The general idea was that maybe non-UFCN communicators should be encouraged to participate in contest IF our goal is to improve/recognize campus communication. Julie mentioned that this is probably a decision University Relations (rather than the committee) should make.
- Discussed if the award presentation should continue to be a part of the Annual Retreat. Susan mentioned that the retreat would be scaled back this year, due to budget. The retreat may only be a half day or two half days, etc. Most comments in the post-retreat survey seemed to like having the awards as part of the retreat. Need to make sure everyone who enters is invited (in case they're not on the UFCN listserv).
- Brainstorming of the pros and cons of last year's contest:

Pros

- display of winning entries
- all inclusiveness (those invited, entries)

- transparency of judging process
- presentation of winning entries
- recognition of team effort
- external judging
- networking and sharing successes (at retreat)
- recognition
- getting feedback

Cons

- no separation between big budget and small budget units
- categories uneven- some with many entries and others with few
- need more education of process/judging
- having awards event separate from annual retreat may make it more prestigious
- showcase the winners; breakout sessions
- timing between applying and winning- or time to apply

Some other ideas which resulted from today's meeting

- possibly have a written contest explanation at the tables next year
- provide recognition letter to administrators of winning entrants
- revise categories - look at number of entries last year

Susan's report of the number of entries last year

- Com. Programs/Spec. Events-10
- Electronic-8
- Web-6
- Newsletter-4
- Brochure-34
- Periodic-4
- News Release-5
- Magazine-9
- Photography-17
- Visual-26

FUTURE MEETINGS: Fridays, 9:00–10:30 (112 Tigert): Aug. 17, Aug. 24, Aug. 31, Sept. 7. (The next four meetings are weekly so that we can get this year's program in place more quickly than with bimonthly meetings – please attend as you're able but it's understandable that we may not have every person at every meeting. PLEASE participate as much as possible – we need you!)