

DASG MARKETING AND COMMUNICATIONS MINUTES

Monday, September 27th, 2021

10:30 am

Remotely Via Zoom

Chair: Sunnie Chen

Contact: dasgmarketing@fhda.edu

Join Meeting:

<https://fhda-edu.zoom.us/j/95886725587?pwd=OAVmMlnd3pZTm14OU9BS2xqQThOdz09>

Sunnie (she/her/hers) is inviting you to a scheduled Zoom meeting.

Topic: DASG Marketing and Communications Committee Meeting

Time: Sep 27, 2021 10:30 AM Pacific Time (US and Canada)

Every week on Mon, until Nov 22, 2021, 9 occurrence(s)

Please download and import the following iCalendar (.ics) files to your calendar system.

Weekly: [https://fhda-edu.zoom.us/meeting/tJEIf--](https://fhda-edu.zoom.us/meeting/tJEIf--vrD4vEtOT4mTB9B3OyJBgSo7bvrf4/ics?icsToken=98tyKuCtpjMsHdaQtRGARowMG)

[vrD4vEtOT4mTB9B3OyJBgSo7bvrf4/ics?icsToken=98tyKuCtpjMsHdaQtRGARowMG](https://fhda-edu.zoom.us/meeting/tJEIf--vrD4vEtOT4mTB9B3OyJBgSo7bvrf4/ics?icsToken=98tyKuCtpjMsHdaQtRGARowMG)
[oqgM-3zpiVYj7dyqEvoNwIKQFDZL8hgNYFwR9rG](https://fhda-edu.zoom.us/meeting/tJEIf--vrD4vEtOT4mTB9B3OyJBgSo7bvrf4/ics?icsToken=98tyKuCtpjMsHdaQtRGARowMG)

Join Zoom Meeting

[https://fhda-](https://fhda-edu.zoom.us/j/95886725587?pwd=OAVmMlnd3pZTm14OU9BS2xqQThOdz09)

[edu.zoom.us/j/95886725587?pwd=OAVmMlnd3pZTm14OU9BS2xqQThOdz09](https://fhda-edu.zoom.us/j/95886725587?pwd=OAVmMlnd3pZTm14OU9BS2xqQThOdz09)

Meeting ID: 958 8672 5587

Passcode: 198765

One tap mobile

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Dial by your location

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+1 253 215 8782 US (Tacoma)

+1 646 876 9923 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

Meeting ID: 958 8672 5587

Find your local number: <https://fhda-edu.zoom.us/u/ac7LHGipGf>

Call to Order

Sunnie calls the meeting to order at 10:34 AM

Roll Call

Senators	<i>Present</i>	<i>Absent</i>	<i>Late</i>	<i>Excused</i>
Sunnie Chen (Chair)	X			
Anita Chamraj	X			
Karin Davina	X			

Interns	<i>Present</i>	<i>Absent</i>	<i>Late</i>	<i>Excused</i>

Guests:

Mohamed El Mashad – Prospective Senator

Approval of Minutes

No approval of minutes

Public Comments

Please note: This segment of the meeting is reserved for persons desiring to address the DASG Senate on any matter of concern that is not stated on the agenda. A time limit of two (2) minutes per speaker and five (5) minutes per topic shall be observed. The law does not permit any action to be taken, nor extended discussion of any items not on the agenda. The DASG Senate may briefly respond to statements made or questions posed. (California Government Code §54954.3).

Advisor Announcements

Please note: Advisor is limited to two minutes. The Senate cannot take action or respond to items during Advisor Announcements.

Shared Governance Reports

Business Items

1. INFORMATION/DISCUSSION

Title: Introductions & Check-ins

This item is to check-in with how summer and the start of the Fall quarter is going for everyone. What is your favorite thing you did this summer?

Presenter: All

Time: 5 Minutes

- Anita- Senator for Marketing and Communications and ES. Favorite thing did over the summer is going to LA to visit brother for college visits.
- Karin – Senator for Marketing and Communications. Favorite thing to do over the summer is moving to the US.
- Sunnie – Had a lot of travelling and exploring over the summer, favorite thing over the summer was jet skiing with dolphins
- Dennis – Senate advisor, worked through the summer and got to watch cats looking at squirrels.
- Maritza – Student activities coordinator, moved into office for fall and decorating office. Favorite thing over the summer was getting to spend time with siblings.

2. ACTION

Title: Vice Chair

This item is to select a vice chair.

Presenter: Sunnie

Time: 3 Minutes

- As of right now, no vice chair
- Responsibilities of vice chair
 - Taking minutes
 - Submitting minutes
 - Supporting committee members & committee projects
 - Be a point-person for some projects/support chair
 - Lead meeting if chair is absent
 - Time check
- *Tabled selection of vice chair*

3. INFORMATION/DISCUSSION

Title: Missions & Goals

This item is to discuss and make a timeline of our missions & goals for Fall quarter.

Presenter: All

Time: 15 Minutes

- Instagram – Every committee has their own Instagram, too many pages. Might be easier to have one page for all committees.
 - Post on Facebook to reach a wider audience
 - Share initially on DASG Facebook page, then repost to other pages

- Would increase committee collaboration
- Canvas – All students check Canvas, maybe posting to a group?
 - De Anza announcements with all enrolled De Anza students
 - Reach people who aren't active on social media
 - Involve Office of College Life, Mentors @ De Anza, and ICC
 - Mentors @ De Anza also wanted to do a Canvas page
 - Increase outreach and allow students to learn how to get involved in various programs on campus
 - Add flyers to the group, then include details like date, description, zoom link, etc.
- Try to advertise in De Anza newsletter
 - Add DASG Section to an existing newsletter
 - Quick Notes – overall newsletter for De Anza
 - Support Office of College Life newsletter
- Promote internships on social media
- Increase relationship between DASG and various clubs (community)
 - Partnerships
 - Maintain positive connection with everyone
 - ICC, La Voz, etc.
- Create a form to allow students/committees to advertise to social media
 - Include all details such as date and flyers
 - Use calendar for submitting events to advertise
 - Potentially link form to a calendar
 - Calendar helps plan ahead for scheduling

4. INFORMATION/DISCUSSION/ACTION

Title: Social Media

This item is to go over the use of social media, American Disability Acts (ADA, and assign each senator to social media platforms in responding to students at least three (3) times per week as stated in the Marketing and Communications Code under Article I, Section 4, Line P. We will also make sure everyone has access to the Canva team that we will be using to make our marketing materials from.

Presenter: Sunnie

Time: 15 Minutes

- When anything is posted, make sure it follows ADA compliance
 - Make sure that the body of the flyer is in email/caption of where it is posted
 - Better to include images in email rather than attach
 - Stray away from PDF
 - If PDF is used, make sure the text is in the PDF
 - Any video/audio, make sure that captions are there
 - Cautious with flashing/whiteout transitions (try to avoid using them)
 - Put content warning

- Minimize use of emojis
- Capitalize hashtags properly
- Make sure to include a contact for additional access needs
 - Whoever is the point-person for the event, they should be responsible for ensuring ADA
- Instagram, YouTube has live transcriptions
- Increase senator involvement in student interactions, assign each senator a social media platform – *tabled assignments*
 - Instagram
 - Discord
 - Reddit
 - Facebook
- Canva – Paid has branding, all committees benefit from it
 - Marketing email
 - Use student discount
 - GitHub gives a year trial
- Give every committee a logo to differentiate events
- DASG Logo
 - Logo contest or volunteer, make sure to follow guidelines
<https://www.deanza.edu/collegelife/logo-contests.html>
- *Table assignments for after how to use social media senate training*

5. INFORMATION/DISCUSSION/ACTION

Title: Introduce DASG Senate

This item is to discuss and assign tasks in introducing DASG, Senator's office hours, and committee times on social media, and possibly in person through brochures, and/or promotional items if allowed.

Presenter: All

Time: 15 Minutes

- Bringing office hours to Discord
 - Agenda Item at senate meeting
 - Discord waiting channel, senator move users into channel
- Handout DASG information on campus, QR codes
- Go through promotional items and try to find out how to reuse them
- Committee times
 - Milkshake platform – similar to Linktree but more intuitive & interactive
 - Available on app and website
 - Have a draft of Milkshake with all committee times by next meeting (Monday, 10/4)
- Combined promotional item with ICC
 - Brainstorm items by next meeting
- Brainstorm in-person brochure

Introduction and Approval of Prospective Interns

Public Comments

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Adjournment

- Sunnie adjourns the meeting at 11:47 AM.

Upcoming Events

- Club Day – Friday, 10/8 4-6 PM PST