CEAS Communicators Group

Purpose:

- To create a professional community of the various people within the College of Engineering and Applied Science responsible for communicating to our student, alumni, donor, and public audiences via the web and other media.
- To provide useful information about topics relevant to communications and marketing, including branding, design, web maintenance, social media, and current marketing/communication initiatives at the college and campus level.
- To provide an informal venue to ask questions, share best practices, and request feedback on projects and ideas related to communications.

Who should participate?

CU Engineering professional/student staff at the college, department, and program level involved in:

- Marketing and communications, including developing fliers, newsletters, brochures, etc.
- Creating/maintaining college, department, or program web or social media sites

and anyone else in the college who is interested or wants to learn more about a specific agenda item.

Meetings

The communicators group will meet monthly.

- 5-10 minutes of introductions, news items, updates
- 30 minute presentation about a communication topic
- 25-30 minutes of informal Q&A and discussion related to the topic of the day or any other issues participants want to bring up.

Participants are invited to come for any segment of the meeting that interests them. The room will be reserved for an hour and a half, so anyone who wants to stay longer to ask questions or continue the discussion is welcome to do so.

Possible Topics/Speakers

Members are also invited to make suggestions for topics/speakers.

- CU Engineering Communications: “Pubs” tour & How we can support you
- CU Brand Strategy
- Web site accessibility
- Social Media (Facebook, LinkedIn, Twitter, YouTube)
- CU-Boulder Events Calendar
- Changing the Conversation: A New Approach to Recruitment
- Grad student recruiting
- Alumni Communications
- Partnering with Engineering Development
- Harris Connect: HTML Newsletters, Invitations, and Mass Emails
- Print Vendors (brochures, signs, direct mail, postcards, etc.)