

External Communications Committee Annual Report

Date: September 28, 2014

Chair: Vicki Yung

Members: Ned Rosenau, Ken Briley, Matt Hussman, Andy Rosenberg, Quin Paek, Karen Akerson, Jay Golter

AIM Staff: Paul LeValley

Period: December 2013 – June 30, 2014

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A. Meetings

The EC Committee has met on the 2nd Monday each month.

B. Topics

We have covered the following topics in this period:

- Branding
- Mission/Identity
- Community outreach
- Communication between AIM, AIM members & AIM Board

C. Status

- Branding
 - New tagline 'Raise your voice' was approved by the Board
 - Signage

A new design of AIM signage was proposed by the architect of the audio room. The Committee has been working on concerns related to the new design but the designer hasn't responded yet.
 - Logos

AIM staff is working on putting logos on equipment.
- Outreach to community: Arts and Civic Groups

The Committee has been working on a new initiative to reach out to local art groups and communities. The goal of the outreach program is to raise awareness of AIM's facilities and services that may benefit the local communities. In this program, AIM would offer one free production service to each group that is interested in the service. There were discussions about guidelines of selecting groups so that the program does not affect the current program for non-profit organizations. Andy Rosenberg has been leading this project. He has drafted a message to be posted on the AIM blog.

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And the next step is to produce a video about this new initiative and make a call for relevant groups.

- The Mission and Policies
 - The Committee had discussions on 1) whether the current policies in operation well-placed and up-to-date (in the new technology environment) to fulfill the current mission; 2) whether AIM should change the emphasis on programming for AIM channel because many members are more interested in putting up their videos on online.
 - The Committee is planning to conduct a focus group study to understand what role the community would like AIM to play. A draft of the proposal has been done by Ned Rosenau and Paul LeValley.

- Communication between AIM, AIM members & AIM Board
 - To improve communication within the Board, the Committee recommends all committee chairs to distribute committee meeting agendas and updates to all Board of Directors.
 - To improve communication between the Board and AIM members, the Committee also recommends the Secretary to make the minutes of our quarterly meetings available to the general membership
 - The Committee suggested that AIM to create a member-oriented environment and display photos of members with awards

For details, please refer to monthly meeting agenda and notes.