

# 2024 Communications Committee Monthly Meetings

## Agenda and Minutes

January 2, 2024

|               |     |               |     |                       |     |
|---------------|-----|---------------|-----|-----------------------|-----|
| Aaron Merrick | yes | Thom Metzger  | no  | Brittney Armbrust     | yes |
| Meagan Roper  | yes | Shannon Lyman | yes | Amanda<br>Clinefelter | no  |
| Lisen Minetti | yes | Amy Sayers    | yes | Jaymi Steinberg       | yes |
| Mary Hall     | yes | Rob Reddeg    | no  | Galen Munroe          | yes |
| Bryan Martini | yes | Sarah Simek   | yes | Jessica Reed          | no  |
|               |     | Tom Thompson  | yes |                       |     |

### Aaron Merrick new year kickoff

- Great job to the committee for accomplishing so much in such a short amount of time. Kudos to each of the committee members for your work and creativity, and to Shannon and Mary for leading the group.

### In-person meeting

- April 29-30, we have space at the National Office. Two half days.
- Start thinking about agenda items for the in-person meeting. There is a copy of all the minutes and agendas in our Teams channel.
- In addition to continuing what we're already working on, think of ideas about how we can move the committee forward and expand how we're able to serve the membership.
- Shannon will find out if we can extend hotel reservations for NiW, from Mindy Soranno or Jill Blimline.

### Public Affairs Roundup

- Reviewed list of upcoming stories, Meagan will share previously approved stories.
- ALMOSA nominations will open soon. From The Desk coming soon about "looking forward to 2024". Refer all members with questions to the official published rules of the election from the National Election Committee.
- IDEA: How to increase engagement in the members-only Facebook group.

### Regional Roundup

NSO: At yearly FacRep meeting, Human Performance Rep did a presentation on sleep, which should be shared with membership more widely. Amy will be gathering this info and will share with committee. Setting up weekly/monthly features and recurring articles.

RNAV: Checked regional pages and enjoys all the stories from our committee members. Each December RNAV provides year in review + goals for next year to NEB. PAC efforts have increased nationwide. FB member count increasing.

NRX: New ARVP and new MailChimp account for sending out comms to Region X. Now FB and IG are linked and can be scheduled. Increasing outreach to NRX committee reps and leads to share region-specific updates.

NCE: Using Meta to schedule posts on FB and IG. Regional update coming out this week.

Trying to reach facilities they don't hear from much, as a goal for the new year.

NSW: Focusing a lot more on education in 2024. Campaign/election season and expecting to see a lot of legislative stories.

NGL: Oshkosh bid is open, closes in January. NCEPT info to share. ATX at the end of the year; focus on all the activities and committees available to members, and encouraging more people to get involved.

NNM: Updated leadership coming in January. Series of features coming soon, pending leadership involvement.

NEA: Increase the visibility of work being done for the union, highlighting members with education. Professional Standards misconceptions, etc.

NNE: Increased engagement on member features or personal stories, so want to focus on those. Education, committees features, introducing FacReps.

\*\*\*\*\*

**April 2, 2024**

|               |     |               |     |                    |     |
|---------------|-----|---------------|-----|--------------------|-----|
| Aaron Merrick | yes | Thom Metzger  | no  | Brittney Armbrust  | yes |
| Meagan Roper  | yes | Shannon Lyman | yes | Amanda Clinefelter | yes |
| Lisen Minetti | no  | Amy Sayers    | yes | Jaymi Steinberg    | yes |
| Mary Hall     | yes | Ariana Seimas | yes | Galen Munroe       | no  |
| Bryan Martini | yes | Sarah Simek   | yes | Jessica Reed       | yes |
|               |     | Tom Thompson  | yes |                    |     |

In person meeting in May 2024

- Submit vouchers if you have booked your travel and Shannon will approve them to get you reimbursed.
- Draft agenda overview. Add National Office walk-through to agenda (some members of the committee have never been to the national office).
- Lunch/dinners, needs to include vegetarian/vegan options. Meagan/Jessica will check on national office list of recommended places. Suggestions include Korean/Asian. Remember our limited budget (~\$2k).

Social media moderation

- Keep in mind the purpose of the investment in maintaining the channel(s): to share information with members and have a place for them to gather and share information.
- The NEB approved NATCA social media rules, which includes keeping commentary and interactions on-topic.
- Appeal to your leadership. Keep NATCA spaces for NATCA members (you can remove non-members).
- Question: what do we do about Reddit or other damaging platforms? Continue to be responsive to members directly or in official channels, and don't waste energy or stress on anonymous posts.
- Question: will there be another BBS? We use the NATCA members only Facebook group.
- Comment: It's been frustrating for members not to be able to interact on NATCA's channels. NNM's and NSW's policies are not to block or remove members, but to talk to them directly to resolve conflicts. Stories help with sharing information without inviting

conflict in the comments. Regions can handle their social media channels according to the direction of their leadership.

- Jaymi asked on behalf of IFATCA if Shannon & Meagan could brief someone soon about moderation and policy.
- Aaron: there is no right answer, and discussions often lead to solving problems for members, which is our goal as union leaders.

Hatch Act Reminder

- Reminder for Hatch Act (see training in the committee channels)

AFLCIO Communicators Social Video Webinar

- National Nurses Union presented about their methods for creating social video, including a recent video about a walkout with 7M views on TikTok
- You can find the recording here (will also put in the meeting chat channel) : [https://us06web.zoom.us/rec/share/esdYym6nfc9WK\\_EycqoO7wNo8kfDM8pNu60WenTYCyYvtlMxM3ZFWKzZg\\_S-As.5P3x\\_kq5pF\\_Bg1XV](https://us06web.zoom.us/rec/share/esdYym6nfc9WK_EycqoO7wNo8kfDM8pNu60WenTYCyYvtlMxM3ZFWKzZg_S-As.5P3x_kq5pF_Bg1XV)  
Passcode: DQKB3+yF
- Slide deck: [0324\\_AFL-CIO\\_Digital\\_Roundtable\\_Social\\_Video\\_NNU.pptx.pdf](#)

PA stories

See all recently approved stories in the committee Teams channel.

Regional Roundup

Regular drumbeat of benefits, upcoming events, etc. from all regions.

RNAV: BOTG program application just closed.

NWP: OSHA feature upcoming. Starting to experiment with threads (between IG/FB).

NCE: Regional town hall (4/2/24) on contract topics.

NEA: Legislative, Reloaded, education, IFATCA conference coming up in 2 weeks (LeBovidge on a mental wellness panel), Jaymi presenting in communications workshop, two other groups.

IFATCA election is this year (Jaymi, Betsy Beaumont, Michelle Trudeau, and Trish Gilbert)

NNE: CISM, D&A, SSRI process, EAP. Conversation about mental health (airing commercial soon). May is mental health awareness month.

\*\*\*\*\*

**June 4, 2024**

|               |     |               |     |                    |     |
|---------------|-----|---------------|-----|--------------------|-----|
| Aaron Merrick | yes | Thom Metzger  | no  | Brittney Armbrust  | no  |
| Meagan Roper  | yes | Shannon Lyman | yes | Amanda Clinefelter | no  |
| Lisen Minetti | no  | Amy Sayers    | no  | Jaymi Steinberg    | yes |
| Mary Hall     | yes | Ariana Seimas | yes | Galen Munroe       | no  |
| Bryan Martini | no  | Sarah Simek   | yes | Jessica Reed       | no  |
|               |     | Tom Thompson  | yes |                    |     |

ATX 2024 & Travel expenses

National Training Committee will cover up to 4 people who are part of a group teaching classes at ATX. This will save us some money that we'd expected to spend from our budget, so we can

talk more about features for our booth, which was very popular last ATX. We're awaiting confirmation from Training Committee about the classes & booths.

#### Aaron Merrick – RVP update

Limit need for booths at ATX so that they're aren't vacant booths during exhibiting hours – this was an issue last time.

We'd like NATCA Comms to coordinate with NATCA Families for any activities at CFS and ATX. Aaron and Christina Wilcko talked about some ideas for get-togethers for spouses and families at upcoming events.

#### Comms in a box

We had talked about splitting up the longer handouts into individual pieces. No additional changes have been made from the compiled materials.

Meagan and Sarah will work on this task, and put it in a Google Drive folder (first to share with the Onboarding committee), share in the commcomm Teams chat, and select some items to appear on our committee page.

Goal: one-stop shop for FacReps and others to get tips on starting social media, telling stories, sharing events, and photos.

#### Archie Interviews and Write-ups

CommComm will conduct interviews and write articles for all the Archie winners. Confirmation of selection usually comes first week of July, and we can reach out after we get confirmation from all the RVPs that they've contacted their winners.

Meagan will pull last year's instructions and examples and share in Teams Channel files. There is no printed CFS book this year, only electronic, which will make the timeline a bit more flexible.

#### Committee Speakers suggestions?

Campaign 2024 lead (Noah Kingston spoke at our May in-person meeting)

National Election Committee – educational about this year's election process

#### Organizing

Jill Blimline – NATCA's new events manager (NIW, OSH, CFS) (for August meeting)

#### Who is attending ATX?

Tom (for RNAV), Jaymi, Bryan... informal count for planning purposes. Other members may not be able to attend due to training/staffing (Ariana, Sarah, Mary)

#### Public affairs briefing

See 15 new stories in Teams channel and on Trello.

Campaign 2024 yellow shirts / legislative activism call for photos & creation of reel

Meagan is attending & covering Oshkosh: Pilots and pink shirts should be covered more (Meagan will talk to Sarah about this)

#### Regional Roundup

NEA: IFATCA updates and upcoming meetings (Eric Avila and cooperation with reps with international colleagues), regional meeting & award,

RNAV: Working on signups for Campaign 2024 efforts. 340+ signed up so far (500 last time).

Training with AFLCIO (virtual). Boots training for ~20 members who are assigned in 14 states across the nation. Attending to represent RNAV & BOTG at retirement briefing in person.

NSW: Regional meeting in Dallas in a few weeks (Nick Daniels last meeting as RVP, Andrew LeBovidge last regional meeting).

NWP: Regional awards are ready to announce, Mickela has the photos. Ariana will share via Trello.

NOTE: Recommend comms reps join weekly regional FacRep calls to garner photos and stories and “train” reps to send items to comms.

NGL: Finishing out the school year. Group watch of NATCA 101 incentives. Encouraging members to get involved in NATCA and do more.

NCE: New FacReps onboarding, and new contract tower in the region. Regional legislative videos & editing.

NNM: Nothing to report.

NNE: Regional meeting. Graphics for FacReps and leaders.

#### NATCA Families

PA: Christina Wilcko is now the admin of the NATCA Families Facebook group. For the group: History of the group? Suggestions?

Seems like there isn't a vetting process for getting family members in the group. (Ariana's spouse was not admitted to the group.)

Suggestions: call it an “auxiliary” as other unions do. How to secure funding as a standing group (speak to Christina about it). Create a repeatable process for adding new family members.

#### Sharing graphics

Remember to share your graphics (Canva links!) in the Teams channel so we can share effort.

**July 2, 2024**

|               |     |               |     |                    |     |
|---------------|-----|---------------|-----|--------------------|-----|
| Aaron Merrick | yes | Thom Metzger  | yes | Brittney Armbrust  | yes |
| Meagan Roper  | yes | Shannon Lyman | yes | Amanda Clinefelter | yes |
| Lisen Minetti | no  | Amy Sayers    | yes | Jaymi Steinberg    | yes |
| Mary Hall     | no  | Ariana Seimas | yes | Galen Munroe       | no  |
| Bryan Martini | yes | Sarah Simek   | yes | Jessica Reed       | yes |
|               |     | Tom Thompson  | yes |                    |     |

- John Bratcher explains Organizing Committee
  - May be able to provide Comms in a Box to some of these Locals
  - Sarah and Meagan are working on Comms in a Box, still in progress
- Joe Lolio – National Election Committee
  - Duplicates must be asked by 7/16
  - Anyone can observe- ballot count 7/30, there are observer rules. It takes the majority of the day.
  - There is typically a running tally throughout the day.
  - Any ballots in question will be assessed.
  - They want transparency.
  - At the end there is an official report.
  - If no winner, we will go to run off. Procedures- sent out quickly with only 45 days done to complete the task.
  - Can share the Q&A
  - Curious to see the number of returns and observers
  - Counting at Madison at 10.
- Archies
  - Book is still in the works to honor winners
  - Write Up by 1 August Ideally
  - Winners are approved and as of today at least 5 of regions have been notified
- IOU:
  - Follow Up: Comms in Box
  - Get your Archies stuff in!

### August 6, 2024

|               |     |               |     |                    |     |
|---------------|-----|---------------|-----|--------------------|-----|
| Aaron Merrick | no  | Thom Metzger  | no  | Brittney Armbrust  | no  |
| Meagan Roper  | yes | Shannon Lyman | yes | Amanda Clinefelter | yes |
| Lisen Minetti | no  | Amy Sayers    | no  | Jaymi Steinberg    | yes |
| Mary Hall     | no  | Ariana Seimas | yes | Galen Munroe       | no  |
| Bryan Martini | yes | Sarah Simek   | yes | Jessica Reed       | yes |
|               |     | Tom Thompson  | yes |                    |     |

#### Jill Blimline (spelling check?)

Deputy Director of PA filled Kelly R's former seat

- Explains her CV, has been in event planning over 25 years. Has done a wide variety of tasks including program management, spouse programs, all aspects. The last 7 years she oversaw a team handling sponsorship and events. Hosts a FB group just for conference planners. She has worked with many different professions from lawyers to bankers to now- aviation.
- When considering she saw the Archies broadcast and found it inspiring. It touches all walks of life.
- She is thrilled to be working on her first CFS.
- There are many different softwares utilized by different committees. There is a hope that there can be some harmonization of platforms. This would allow predictability. Make more data informed decisions. It would help to understand the pace and assess what works. This year she has been dedicating time to learning each event and looking at it through the lens of her experience.
- After Osh Kosh there are some great ideas for where to go moving forward. There could be contingency such as with predictability anyone could understand where they are going and pick up the ball.
- Shannon: I saw we are on Cvent now, are we staying there?
- Jill: CFS, Convention, and ATX are all there now. Many of the training classes are done on Unionware, but I can't see a shift to utilizing that at this time- but time will tell. Even though Cvent does it we will likely stick with Whova for the app for now. We can consider Cvent in future.
- Shannon: The registration was great on cvent. 101 on unionware could be improved but maybe that can change down the line.
- Jill: I'll need to look into that later.
- Shannon: Any preview on CFS? What will be same/different this year?
- Jill: CFS this year – the exhibit hall is redesigned. The lounge area will be in front as a welcome area. There will not be an exhibit hall theater, it will be off to the side in a bronze room so it is easier to hear. There will be some new companies. Hypoxia booth is back. Awards will be sprinkled out, not just a luncheon. Only 1 reception in the exhibit hall. There will be more time 1 day in the exhibit hall. Looking at menus. Timing will be a bit different.
- We are working on more dietary inclusions.

## Archie

- All articles are received by PA.
- Speeches – check in with new RVPs
- Meagan: From Thom- it's up to RVP if they want help. If not, John Murdock/McKelligan would like to review. RVP speeches by 28 August. If the RVP wants to do own let PA know.
- Unknown on pilot attendance yet.
- CFS: Bryan, Ariana, Shannon, Jaymi, Sarah

## CFS

- Sarah: Posts stuff in group chat to remind people. And Livestream link. Try to get pics/photos from booths. Uses Telegram.
- Shannon: Sets up a groupme group chat. Sends out an email a week out. Dress code. Dinners. etc. Uses Google Drive. Does email after CFS.

## PA

- Political items: Santa attended an event, Boots on the ground
- NATCA 101 on revised time
- OSH KOSH tried reels- it was a first.
- Writing a story for PWC about Osh Kosh
- National Office stuffed backpacks for kids in need
- NBC Amusement Park
- Y90 student pilot visit.
- New staff questions/photos
- UNUM new season 9/9-12/10. More info soon.

## Region Round Up

- Bryan:
  - + In the past week got a ton of content which we will turn around.
- Ariana:
  - + Last regional meeting got cancelled last minute. RVP just did a big newsletter we will cull from.
- Amanda:
  - + Haven't been as active as I'd like. Haven't heard much from Clint
- Sarah:
  - + Just back from Osh Kosh. CFS is coming and Regional meeting. People expressed confusion in how to sign up. Chicago will do an in person watch party.
- Tom:
  - + First: Thanks for the guests Shannon is bringing on. Thanks to PA- I recognize the thankless work.
  - + Busy with volunteer recruitment for elections and Majority candidates. Of 500 current volunteers there are 70 retirees.
  - + Newest Boots members class will be out soon. All of the members are in the field now so you'll see more stories come. This week we will be awaiting the results of NEB meeting and presidential endorsement. We'd love to get some endorsement and face time with their campaign. Boots is on ground in 14 states. We look at battleground states and what AFL-CIO needs.
  - + IFATCA Americas Region group is showing positive momentum.



- + Working on mental health concerns for the retired membership.
- Jaymi
  - + Working on change over
  - + New member
  - + Working on RNAV crossover
  - + Usual education
  - + Trying to tie in some fresh members like PS from Regional Meeting
- Shannon
  - + A bit slow, but final Mick update on 15<sup>th</sup>
  - + Meeting with Curtiss to see what he wants Comms to look like
  - + Updates from NEB meeting – supporting Harris/Walz

IOU

- Speeches by 8/28
- Comms in a Box making progress but follow up next month

### September 3, 2024

|               |     |               |     |                    |     |
|---------------|-----|---------------|-----|--------------------|-----|
| Aaron Merrick | no  | Thom Metzger  | no  | NNM                | no  |
| Meagan Roper  | yes | Shannon Lyman | yes | Amanda Clinefelter | yes |
| Lisen Minetti | no  | Amy Sayers    |     | Jaymi Steinberg    | yes |
| NSW           | no  | Ariana Seimas | yes | Galen Munroe       | no  |
| Bryan Martini | no  | Sarah Simek   | yes | Jessica Reed       | yes |
|               |     | Tom Thompson  | yes |                    |     |

#### Comms Committee member changes

- RVPs will add new regional leads as part of this week’s first meeting of the new NEB
- New members expected: Zac Ploch (NNM), Ashley Langdon (NSW)
- Please let Shannon know if you’d like to be Vice Chair of the committee. We will vote if there is more than one interested member.

#### Any last-minute CFS issues

- Still waiting on two speeches from RVPs directly, Dean Iacopelli will coordinate with RVPs.
- Public Affairs has finished drafting the CFS Coverage Plan. All photos will be shared per usual with Google Drive, live at the event, for you to use photos anytime.
- Save the dates for all events

**NATCA in Washington** March 24-26, 2025, in Washington, D.C., at the Hyatt Regency Washington.

**NATCA’s 20th Biennial Convention** May 9-11, 2025, at the San Francisco Marriott Marquis.

**Communicating for Safety** Sept. 15-17, 2025, in Las Vegas at the Horseshoe.

#### ATX Brainstorming/Planning

- Name for our class: something like “Communicating in Solidarity” – open to ideas
- Update our presentation
  - Jaymi, Amy, and Meagan will update the presentation: Committee members names/photos, scenarios, title of presentation
    - Ask for ideas of what members would like to see more of?
- Activity/Raffle at our booth?
  - We did the **photo booth** (Salsa Booth) previously. (Now the product is Fiesta <https://fiesta.photoboothsupplyco.com/signup>)
  - Other ideas:
    - **Scavenger hunt / bingo – paper cards**, give instructors stickers/stamps?
      - Feedback: Ask for ideas of what members would like to see more of?
    - Raffle for Bluetooth speaker or another prize
    - Take a picture with you in the class, or with instructor
    - **Pin map** “pin where you’re from”
    - Idea board with post-its, or write-able tablecloth
    - We should have a TV with the booth supplies also.
- Giveaways/Swag - need to order

- Raffle prize Ideas: smart/heated mug (Ember brand?), Bluetooth speaker/headphones, mobile charger, streaming service year subscription, air tag case (Ariana can print/personalize on leather with her engraving business)
- Swag ideas – we have some budget leftover: pens (to reorder) [no votes], **stickers** (we have plenty), **letter opener [3 votes]**, **lanyards/elastic or card attachment [2 votes]**, cheaper air tag case

### **PA Briefing**

- Unum open season will launch during CFS week, close around ATX.
- ATX registration will open during CFS week
- Save the dates for 2025 events

### **Regional Roundup**

RNAV/Tom: Campaign 2024 efforts (record number of sign-ups, 80+ people), BOTG busy Labor Day weekend. AFLCIO events and leadership Labor Day weekend activities included many NATCA members. Labor Day events are occurring over the past and next several weeks across different states, not just over the weekend. Tom will be sending more. Tom will be at ATX, but not at CFS.

NWP/Ariana: Still working around busy election season. Difficulty getting into regional meetings or channels. Reach out to Shannon if you need assistance.

NSO/Amy: Not making it to ATX this year. No new updates.

NGL/Sarah: Working ahead on CFS comms to limit onsite planning. Will not be running again for FacRep.

NAL/Amanda: Needs Trello and Canva logins again. Not planning on attending ATX for now.

NNE/Shannon: New RVP, Constant Contact switchover, new planning meeting, reworked regional update e-newsletter.

### **NATCA members Facebook group**

- Bryan, Mary, Rob, and Shannon were part of the group verifying NATCA membership for the Facebook group. Seeking additional volunteers for helping with this process. Amanda volunteered, and will need to be added to MyNATCA.

### **FOR NEXT MEETING (October):**

- Talk about asking for feedback at ATX. Via booth activities and class.
  - Maybe the QR code can go to the email of the regional comms member for them to send “what would you like to see more from your region’s social media?”
  - Or the QR code can go to a google form, so it organizes the data for us?

**October 1, 2024**

|               |     |               |     |                    |     |
|---------------|-----|---------------|-----|--------------------|-----|
| Aaron Merrick | yes | Thom Metzger  | no  | Ashley Langdon     | yes |
| Meagan Roper  | yes | Shannon Lyman | yes | Amanda Clinefelter | yes |
| Lisen Minetti | yes | Amy Sayers    | yes | Jaymi Steinberg    | yes |
| Zac Ploch     | Yes | Ariana Seimas | yes | Galen Munroe       | no  |
| Bryan Martini | yes | Sarah Simek   | yes | Jessica Reed       | no  |
|               |     | Tom Thompson  | yes |                    |     |

**Welcome to New Comms Committee members**

- New members: Zac Ploch (NNM), Ashley Langdon (NSW)
- Intros & welcome from Aaron Merrick.

**Voting for Vice Chair**

- See the poll in the Teams channel. Anonymous poll and resulting winner will go to the NEB for approval. <https://forms.office.com/r/9XTgXW91t4>

**CFS Debrief**

- Regional dinner: Next time list each dinner as a separate session in the event app, especially when there's different start times (for NATCA National to handle).
- Organization and quick uploads of professional photos in the shared drive were very helpful. Thanks to Jared Gregg for leading the organization. (Meagan to pass on thanks!)

**2024 Budget Request / Approval**

- Very under budget for the year. ATX expense policy changed. Many members traveled under other committee budgets for CommComm activities. NATCA leaders paid for dinner.
- Airfare for committee chair meeting (Chicago) to be included in this budget request.
- Canva is charged to committee, Trello may be charged to committee or PA. Will coordinate with PA to find that out.
- Not expecting a budget increase for this next year. Shannon will put together a budget proposal and share it in the Teams channel.
- Larger budget items include Convention attendance and booth.
- Meeting in conjunction with convention? Save money on airfare.
  - o 8 members of the committee are planning to attend convention already
  - o 5 voted to have the meeting Monday (after convention), 3 voted for Friday (before)
  - o One full day meeting Monday after convention. Plan all day for meeting, but Shannon will work out whether we need additional hotel nights besides convention allotment.
- Budget surplus spending ideas: Polos/clothing for committee, please pick something out on the NATCA store and share with the committee.

**ATX 2024**

- [Spreadsheet](#) of attendees and dates. Please review and ensure it accurately reflects your planned attendance at upcoming events, including ATX.
- Swag: Letter openers. Colors/teal/blue to match upcoming event logos.
- Photo booth w/ iPad at the booth.

- Scavenger hunt cards. Ariana and Ashley volunteered to design and assembled the scavenger hunt items. Post it in the ATX teams chat/channel. Nov. 9 print deadline.
- QR code at booth to comms website. Display frame.
- Prize for scavenger hunt: 3 items to choose from. Sheet of prize selection (see last month's notes), it will be ordered and shipped to them after ATX.
- Meagan, Amy, Jaymi working on presentation updates.

**PA briefing**

- Archie and CFS videos are either up or will be up shortly on our YouTube channel and will appear in the NATCA update.
- 11-13 items pending leadership approval.
- Unum is ongoing. "Ends" Dec. 9 but will be extended by 2 weeks.
- Registration for ATX.
- Disaster Response Committee GoFundMe is live and will be updated soon.

**NSO:** Convention swag is available for pre-order. Limited stock will be available onsite at convention. Hurricane/DRC, NCEPT, no more additional team members 😞

**NRX:** ARVP is assisting Lisen with social media and comms. Lisen is traveling often and working on CBA negotiations. Thanks for the committee's help with producing content!

**NWP:** Working on getting integrated into RVP's comms process & meetings.

**NCE:** Working on pushing DRC support content. Monthly update email comes out Friday. "Hot Mic" periodic membership call/meeting for questions and interaction.

**NAL:** Catching up on comms from CFS.

**NGL:** No big updates. Will be at ATX.

**NNE:** Solidarity event coming up. Email newsletter came out today. Promo videos for some of the events upcoming. Working to integrate engagement with new CPCs, featuring newly certified members.

**RNAV:** Vote! Get involved in Campaign 2024.

**November 5, 2024**

|               |     |               |     |                    |     |
|---------------|-----|---------------|-----|--------------------|-----|
| Aaron Merrick | yes | Thom Metzger  | no  | Ashley Langdon     | no  |
| Meagan Roper  | yes | Shannon Lyman | yes | Amanda Clinefelter | yes |
| Lisen Minetti | no  | Amy Sayers    | no  | Jaymi Steinberg    | yes |
| Zac Ploch     | no  | Ariana Seimas | yes | Galen Munroe       | no  |
| Bryan Martini | yes | Sarah Simek   | yes | Jessica Reed       | yes |
|               |     | Tom Thompson  | yes |                    |     |

- ✈️ Congratulations to new vice chair- Sarah
- ✈️ Aaron discusses new NEB
  - Lots of flux. Had a call yesterday. Working on an in person meeting to set expectations. Meeting scheduled 11/18-19.
  - Election Day (US) is a milestone we need to get past regardless of whoever wins.
  - Not a lot to share yet. Initially feeling status quo still.
  - Continue to lean forward, try new things.
  - Lots of positive feedback on the work done.
- ✈️ ATX
  - Presentation updated by Jaymi and Meagan
  - Scavenger hunt further info forthcoming on Ariana and Ashley
    - We will need to yet get printed
  - Reminder to get people signed up
  - QR flyer to comms site and prize choices
  - Attendees: Shannon, Jaymi (and IFATCA), Tom (RNAV), Lisen (Region X), Zach (DRC), Ashley. Maybe- Amanda Unlikely- Bryan
  - Will bring ring light etc
  - Letter openers acquired
  - Scavenger hunt ideas discussed
- ✈️ NATCA event registration deadlines:
  - Can they be added to the graphics from national? Maybe all them in one.
  - Jess: Sometimes it is, like NiW but sometimes at launch the hard deadline is not known.
- ✈️ Budget:
  - We asked for 18k, we got 15k. That is what we had this year. We can work with it.
- ✈️ PA:
  - Uploaded recent stories
  - Working on upcoming holidays
  - Need to yet sit down with the new board to see what changes are desired for communications as we move forward.
- ✈️ Regional Round Up
  - NNM: Nothing to add
  - NSO: Nothing to add, convention merch is available to order for on person pick up only
  - NCE: Nothing to add

- NGL: videos were shot from DRC and submitted. Working on ATX. Starting early with Osh Kosh. Some meetings upcoming in Chicago where most of the teams was so nice to get together.
  - NEA: Working with new LR lead so more contract education. New member, which is good news. IFATCA successful meeting last month and next is in January.
  - NWP: Nothing new
  - NAL: Nothing to add
  - RNAV: Campaign 2024 and boots has been the theme for the last 6 months. Boots has had a lot of great face to face with senators in the last few weeks. Doing well in the interactions with NATCA majority candidates. RNAV will have a booth at ATX. Have some new items in the NATCA store. Recap of IFATCA meeting. It is good that we are trying to include the NEB.
  - NNE: Adjusting to new RVP. Some comms have changed a bit. Growth phase.
- ✈ IOU
- Scavenger Hunt and printer- follow up with Ariana next week

**December 3, 2024**

|                   |     |               |     |                    |     |
|-------------------|-----|---------------|-----|--------------------|-----|
| Aaron Merrick     | no  | Thom Metzger  | no  | Ashley Langdon     | no  |
| Meagan Roper      | yes | Shannon Lyman | yes | Amanda Clinefelter | yes |
| Lisen Minetti     | no  | Amy Sayers    | no  | Jaymi Steinberg    | yes |
| Zac Ploch         | no  | Ariana Seimas | yes | Galen Munroe       | no  |
| Bryan Martini     | yes | Sarah Simek   | yes | Jessica Reed       | no  |
| Jessica Rakovitis |     | Tom Thompson  | yes |                    |     |

- New NNM member announcement – Jessica
- ATX overview
  - Booth location
    - Attendees will be in the exhibit hall during lunch and breaks, 5-6 PM Mon-Wed Reception (no food)
    - Committee member volunteers available for Sunday afternoon to set up? Join Meagan Roper, Sunday 1-5 PM
  - Photo booth frames & filters: Shannon tested and it works. Jaymi will bring her tripod for the iPad.
  - Materials are all in-hand: Printouts ready with Scavenger hunt cards, stickers USA made. Shipping goes back to the National Office, be packed up and ready by 5 PM Thursday.
  - Presentation is ready to go: Meagan will share link in ATX channel
- Constant Contact account linking

- Request an update on this from Meagan: Jen Malloy corporate account? Want to link up accounts. Payment is separate, campaigns are separate, but campaigns and contact lists can be shared.
- Accounts to be brought under the main NATCA account: NGL, NNE, NSW, NWP (Mickela) (maybe NSO?). (NEA, NCE use MailChimp.)
- Request member feedback on regional communications
  - NNE sent a survey and compiled information. Other regions have solicited feedback and the ATX engagement activities will give the CommComm additional feedback. The committee will compile what we've learned and present it with the NEB members.
  - Share your feedback on Teams channel/folder. End of January is the goal for compiling this info.
- Public Affairs briefing
  - ATX comms plan is in the ATX Teams channel: contains all news items. Will also share Google drive folder for photographers' uploads throughout ATX.
  - 457 total registrations as of today
- Regional Round-up
  - RNAV: Solicitation went out. Pending leadership review, probably at NEB meeting at ATX. Will be present for CommComm presentations except for one IFATCA class overlap. Lots of effort spent policing comments in social media. RNAV also has an ATX booth, several volunteers.
  - NGL: Not attending ATX, please tag and share content from ATX on social media so that it can be shared with other regions who aren't there. Promoting the pages, channels, stories, and posts across each other's regions.
  - NWP: Having a hard time getting subscribed to and involved in communications. Ariana manages social media, but the staff person manages email communications.
  - NCE: Nothing to report.
  - NSW: Changeover of leadership and transition.
  - NEA: Reporting regional and IFATCA updates.
  - NSO: (not present)
  - NNM: will be starting soon with Zach's transition & assistance.
  - NNE: Survey follow ups, changing strategies with new leadership and feedback. New Year video. ATX updates and recap. RVP-written updates called "Roundup". Interviews and Reels at ATX.