



*University Council*

**Communication Committee  
Goals for the UC year ending April 30, 2017**

<b>Goal</b>	<b>Priority Number</b>	<b>How Will Goal Be Measured?</b>
With guidance from research conducted in the previous year, and additional research and student engagement, the standing committee will create a series of recommendations on how to improve student communication at The University of Akron.	1	Generation of recommendations and a report on communication with the student body at The University of Akron.
The standing committee will conduct a preliminary investigation into branding best practices for higher education, and identify key branding constituency groups at our institution.	2	Generation of recommendations to help lay a foundation for any future branding activities undertaken by The University of Akron.
The standing committee will begin a review of internal communication practices to provide future recommendations.	3	Generation of an audit of internal communication practices which may need improvement.