



University Council

Communication Committee
Goals for the UC year ending August 31, 2020

Co-Chair: Tiffany Schmidt Officer Term: 2019-2021

Co-Chair: Amy Freels Officer Term: 2019-2021

Secretary: Pamela Duncan Officer Term: 2018-2020

Goal	Priority Number	How Will Goal Be Measured?
As part of the ongoing role of the Communication Committee, we plan to continue to seek and recommend ways to improve UA student communication & conversations at the University of Akron, specifically in the domain of student-centered culture.	1	Continued conversations with student representative groups about ways to improve, possible student survey.
At the expiration of the SEFA grant and continuation of its replacement, the committee will continue to build on the awareness from last year to help ZipAssist communicate to students in need.	2	Work with ZipAssist and identify ways to improve student utilization of the program.
In light of forthcoming consultant suggestions regarding the branding recommendations, the standing committee will identify ways to contribute to the strategic implementation.	3	Assist in the the strategic communication needs as a partner to University Communications & Marketing.
The committee plans to contribute to the Sesquicentennial Committee by providing strategic communication and outreach.	4	Assist in the strategic communication needs as a partner to the Sesquicentennial Committee.
The standing committee will continue a review of internal communication practices to provide future recommendations.	5	Engage with internal stakeholders regarding ways improve communication.