

Communications Committee

MINUTES

NOVEMBER 21, 2011 2:00 P.M.

COMMUNICATIONS

MEETING CALLED BY	Candace Campbell Jackson
TYPE OF MEETING	Initial
FACILITATOR	Wayne Hill and Eileen Korey
NOTE TAKER	Cindy Gessel
ATTENDEES	Candace Campbell Jackson, Wayne Hill, Eileen Korey, Zachariah Lowe, Justin Orashan, Dean Stan Silverman, Jim Shuster, Kim Gentile, William Baker, Steve Sedlock, Cassie Verardi

Agenda topics

INTRODUCTIONS

CANDACE CAMPBELL JACKSON

DISCUSSION	Candace Campbell Jackson introduced Wayne Hill (Associate Vice President/Chief Marketing Officer) and Eileen Korey (Associate Vice President/Chief Communications Officer). They will be serving as co-conveners.	
CONCLUSIONS	Candace Campbell Jackson will not be serving with the Committee now that Ms. Korey and Mr. Hill are co-conveners.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

REVIEW COMMITTEE PURPOSE

WAYNE HILL

DISCUSSION	A review took place of the purpose of the Committee as outlined in the University Council master document.	
CONCLUSIONS	Members of the committee need to review and become very familiar with the purpose of the Committee.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Prior to the next meeting, members will focus on the first two bullet points and be prepared to discuss them at the next meeting.	All members	Next meeting

ELECT OFFICERS

EILEEN KOREY

DISCUSSION	Elections were held for the positions of Chair, Vice Chair and Secretary.	
CONCLUSIONS	Kim Gentile (CPAC) – Chair; Jim Shuster (SEAC) – Vice Chair; Mike Szczukowski (CPAC) – Secretary.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Determine if there is a need to replace Neal Raber as a committee member now that he is retired.	Hill/Korey	Next meeting

STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT

HILL/KOREY

DISCUSSION	General discussion took place regarding communication – both internally and externally – at UA.	
CONCLUSIONS	There can be improvements made regarding communication at UA.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Members should come to the next meeting prepared to discuss any ideas or thoughts regarding communication at UA.	All members	Next meeting

FUTURE AGENDA ITEMS

ALL

DISCUSSION	Discussion took place regarding future agenda items.	
CONCLUSIONS	In addition to being prepared to discuss committee responsibilities and improvements that can be made regarding communications, members need to be prepared at the next meeting to discuss any databases/resources at the institutional level used for the purpose of communications generally.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Be prepared at the next meeting to discuss any databases/resources at the institutional level used for the purpose of communications generally.	All members	Next meeting

OBSERVERS	Cindy Gessel
RESOURCE PERSONS	
SPECIAL NOTES	

COMMUNICATIONS

MINUTES

DECEMBER 14, 2011 3:00 P.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Communications History/Outlook
FACILITATOR	Kim Gentile and Eileen Korey
NOTE TAKER	Mike Szczukowski and Cindy Gessel
ATTENDEES	William Baker, Enoch Damson, Kim Gentile, Eileen Korey, Justin Orashan, Steve Sedlock, Jim Shuster, Stan Silverman, Mike Szczukowski, Cassie Verardi, Deborah Wilhite.

Agenda topics

3:00 – 3:05 P.M. INTRODUCTIONS AND WELCOME KIM GENTILE

DISCUSSION	Introductions were made of all of the attendees.

3:05 – 3:10 REVIEW/APPROVAL OF NOVEMBER 21, 2011 MEETING MINUTES KIM GENTILE

DISCUSSION	The minutes were approved by the committee with the suggestion of changing the electronic name of the document to reflect the topic of the meeting to differentiate the minutes from other minutes that will be posted to the University Council website.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
The minutes will be posted as presented with the clarification being made to the electronic name of the document.	Mike Szczukowski	ASAP

3:10 – 3:30 ABBREVIATED HISTORY OF UA'S MARKETING AND COMMUNICATIONS EFFORTS PAUL HEROLD, SPECIAL ASSISTANT TO THE PRESIDENT AND ASST. SECRETARY TO THE UA BOARD OF TRUSTEES

DISCUSSION	In the 1950s the University created the University News Service. In the 60s a publications office and radio/TV office was established which functioned more as a public relations interface. In 1967 UA became a state university. Over the next 10 years the number of students increased from 10,000 to 20,000. In the mid-1980s the University moved to centralized communications which included bringing an ad agency in-house. The services expanded to include multi-media, video, and film. In the 1990s the state of Ohio experienced massive budget cuts. As a result the communications area was downsized and decentralized. UA started utilizing market research provided by STAMATS. The first report published in 1998 revealed UA was not known outside Summit County. Integrated marketing was implemented. By 2003 UA is well known in the state. A communications audit was conducted in 2003 which demonstrated the need for improved internal communications. The Director of Internal Communications position was created as a
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	result. When Dr. Proenza was the first president to feel comfortable discussing marketing and increasing market share. As a result, the first major TV campaign was produced. A handout from a 2005 presentation was distributed which depicted the sales units and target audiences in a matrix format.	
CONCLUSIONS	The committee should have the opportunity to review the STAMATS research report if possible.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Obtain a copy of the STAMATS research report if available.	Eileen Korey	Next meeting

3:30 – 3:45 P.M.

INTERNAL COMMUNICATIONS

ROBERT KROPFF, DIRECTOR OF
INTERNAL COMMUNICATIONS

DISCUSSION	Goal: To build understanding across campus about University initiatives and challenges, and to engage in two-way communication with groups important to our success so that we adapt mutually, for the benefit of all. Mr. Kropff reviewed the methods used to communicate. Two-way communication for faculty and staff via: email, web, face-to-face (example: campus forums), direct (intercept employees), social media, text messaging (safety only), posters and print. Two-way communication with students via: email, web, face-to-face, social media, direct, text messaging, posters, advertising, public service announcements on WZIP, notes in statements, table tents, print. University Council will be a big tool to effect communication. A handout was distributed which provided more detail related to the communication tools used by Internal Communications area, as well as providing the improvements made since the 2003 Communications Audit. The website is generally used as a marketing tool. The intranet site (through Zipline) is used for students, faculty and staff.	
CONCLUSIONS	Research needs to be conducted to determine how much money is being spent across campus in an attempt to communicate. Serious consideration needs to be given to marshaling resources and developing a centralized effort directed to an effective communications plan. Additional people from Institutional Marketing should be invited to speak at the next meeting.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Identify and invite guests from Institutional Marketing – possibly Lori Meek regarding Advertising.	Kim Gentile	Next meeting

OBSERVERS	Cindy Gessel
RESOURCE PERSONS	Paul Herold and Robert Kropff
SPECIAL NOTES	