

# Meeting

## MINUTES

FEBRUARY 3, 2014

11:00 A.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Tutorial on Electronic and Social Media Communication
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	William Baker, Christine Culbertson, James Durbin, Chelsea Formanik, Kim Gentile, Wayne Hill, Eileen Korey, Neal Raber, Scott Roberts, Christopher Serio, and Deborah Wilhite

### Agenda topics

11:00 A.M.

**APPROVAL OF MINUTES**

**KIM GENTILE**

DISCUSSION	The minutes of the meeting held on November 25, 2013 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

11:05 A.M.

**TUTORIAL ON ELECTRONIC AND SOCIAL MEDIA COMMUNICATION**

**BOB KROPFF, JESSICA BIXBY AND STEVE SEDLOCK**

DISCUSSION	Jessica Bixby reviewed UA's usage of four social media sites: Facebook, Twitter, Instagram, and Snapchat.
	<p>Facebook: It is considered to be the most popular social media site in the world. Friends and family are the primary focus. A person has a profile; an organization has a page. UA does have a presence on FB. Bixby encouraged members of the committee to 'like' the UA page. She manages the site and posts one or two times a day. She has posted the Super Bowl commercial. It has been viewed 1,500+ times through 58 shares. UA group pages have been created such as for the Class of 2018. Paid ads on Facebook are also being considered. In the fall a UA paid ad was posted on FB. The UA Facebook page fan base is primarily 18+.</p> <p>Twitter: Twitter is real-time communication. An individual can send a quick message. You can also track conversations. Bixby uses Hootsuite to see all conversations simultaneously. Twitter does not provide a way for users to categorize their tweets or posts. Because of this, users have developed a method of grouping tweets by subject with hashtags. A hash or pound (#) symbol can be placed before any word to create a hashtag. Hashtags can appear anywhere within a tweet; the hashtag links that tweet to a specific topic or category. For example, "#Twitter" could be added to a tweet about Twitter. Twitter users can search for tweets related to specific topics using hashtags. Hashtags have been used for #UAKronVisit and #FutureZip.</p> <p>Instagram: This is a photo and video sharing network. With permission Bixby posts photos from other Instagram users to the UA Instagram and other social media sites. In the admission packet students are encouraged to post selfies with their acceptance notice. The trend is that younger people use this site via mobile access.</p> <p>Snapchat: This site is also used for sharing photos, but the photos disappear after time. Bixby is monitoring this site for consideration.</p> <p>Bixby pointed out that it is not the number of people who are listed as 'friends' or 'followers' on a site that is the most important – it is the level of engagement. KSU has 49,000 Facebook friends but does not see higher engagement compared to Akron. (KSU = 1.9% engagement vs. Akron = 7.6%.)</p> <p>Sedlock presented information on email analytics. The Alumni Association sends their online newsletter to 51,000 people via email. The Merit service – an engagement component delivered by readMedia -- provides an opportunity similar to LinkedIn for students to promote themselves and their accomplishments throughout their college career.</p>



# Meeting

## MINUTES

MARCH 3, 2014

11:00 A.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Election of Chair; Buchtelite Survey Discussion
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	William Baker, Christine Culbertson, James Durbin, Kim Gentile, Wayne Hill, Kathleen Hurley, Eileen Korey, Neal Raber, Scott Roberts, and Christopher Serio

### Agenda topics

**11:00 A.M. ELECTION OF CHAIR KIM GENTILE**

DISCUSSION	Nominations were opened for the election of the chairperson. After discussion, the committee voted unanimously to install Christopher Serio as the new chairperson of the University Council Communications Committee.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Kim Haverkamp will be notified of the election results.	Cindy Gessel	One week	

**11:10 A.M. APPROVAL OF MINUTES CHRIS SERIO**

DISCUSSION	The minutes of the meeting held on February 3, 2014 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**11:15 A.M. THE BUCHELITE SURVEY DISCUSSION STEVE SEDLOCK**

DISCUSSION	Steve Sedlock shared his efforts in helping The Buchtelite disseminate a survey this year. The Buchtelite has temporarily suspended print publication. (See <a href="http://www.buchtelite.com/">http://www.buchtelite.com/</a> .) A media advisory committee has been formed to provide support and direction.
	The survey itself was written by a subcommittee comprised of students, faculty and staff. The popular housing edition will be printed this week.
	The Buchtelite survey is providing people with the opportunity to win one of \$50 gift cards. The survey will be available a week from today (March 10). The survey will also be available to access after spring break. Students can win one of the gift cards. There are two versions of the survey – one that is student specific and one for the general population.
	The Buchtelite is at a point where it is necessary for it to evolve into a well-rounded student newspaper which could include other media formats in addition to the print version. It was suggested that in the past The Buchtelite did not receive needed support. The only support UA provides is space and technology, but no funding.
	Although the survey has not yet been disseminated discussion took place about students not liking the content of The Buchtelite. Some felt it was more opinion based – not tackling tough subjects.

Discussion took place about the suggestion that consideration be given to connect Career Services with The Buchtelite. Possibly a co-op could be crafted around students working at The Buchtelite.

Sedlock also assisted with a student survey to better determine the class schedules. 7,500 responses were received. Three students received a \$500 credit. It was noted that it appeared the results of the survey have not been shared with faculty and/or department chairs. The information received from the survey is being used to craft/market Finish on Time.

<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**11:35**

**GENERAL DISCUSSION**

**CHRIS SERIO**

**DISCUSSION** The Presidential Search tab on the home page of UA's website links people to information regarding the search.

There was a general discussion regarding scholarships currently being awarded. Although some scholarships have been reduced, the goal is for the greater and larger good by freeing up scholarship dollars to award to a greater number of people.

General discussion also took place regarding the messaging related to the academic program review potential suspensions. Students appear to be uninformed. The suggestion was made to communicate through video with students.

It was also recommended that – instead of utilizing Zipmail – important messages from leadership (i.e. Drs. Proenza and Sherman, and Mr. Tressel) be sent in the form of a stand-alone special message. It was also suggested that a twitter site be established where Dr. Proenza could respond to questions from students.

<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**NOON**

**ADJOURNMENT**

**CHRIS SERIO**

The meeting adjourned at 12:10 p.m.

# Meeting

## MINUTES

MARCH 31, 2014

11:00 A.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Chris Serio
TYPE OF MEETING	Update on Buchtelite Survey; Action Plan
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	James Durbin, Kim Gentile, Wayne Hill, Kathleen Hurley, Eileen Korey, Neal Raber, Rex Ramsier, and Christopher Serio

### Agenda topics

**11:00 A.M. APPROVAL OF MINUTES CHRIS SERIO**

DISCUSSION	The minutes of the meeting held on March 3, 2014 were approved as submitted following a motion by Neal Raber and a second by Kim Gentile. Rex Ramsier abstained since he did not attend the March 3 meeting.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**11:05 A.M. BUCHELITE SURVEY DISCUSSION EILEEN KOREY**

DISCUSSION	Preliminary results revealed that there were 2,900 student responses from the survey that was distributed via Zipmail. The Buchtelite adviser needs help collating the data. James Durbin offered to assist. 24,000 students received the survey, 42% opened the email, 26% clicked the link to begin, 89% of those individuals completed and submitted the survey. 2,900 students represent 12% of the student population.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
An additional update will be provided at the next meeting.	James Durbin	Next meeting	

**11:15 A.M. 2013 SURVEY EILEEN KOREY AND CHRIS SERIO**

DISCUSSION	The survey from last year was reviewed. Those surveyed expressed the desire that Zipmail be better organized into either categories (ex.: sports, parking services, clubs) or in chrono order. Zipmail is produced with a product management tool managed by IT. UCM provides the content. At the next committee meeting, Korey will have those who produce Zipmail present to explain upcoming changes. Jessica Bixby will also be invited back to provide an update on UA's social media efforts. Significant progress is being made. The goal is to better utilize social media to communicate with students. As a result of the survey, the Email Digest has moved to a daily release. Changes to MyAkron have been made to help improve communications. It was suggested that an advisory group of students could help with content and channel of distribution when dealing with communications to students. It would be help with the upcoming campaigns. Emails to students from Dr. Proenza and Dr. Sherman have been effective.		
CONCLUSIONS			

11:35

**SAFETY AWARENESS CAMPAIGN**

**EILEEN KOREY**

<b>DISCUSSION</b>	On Wednesday, April 2, UA will be launching a safety awareness campaign. Many students are not registered to receive Z-Alerts. The campaign will involve all modes of communication including placards on the Roo Express. The committee is working with Summit County Crime Stoppers. At the next meeting there will be a report providing the results.		
<b>CONCLUSIONS</b>			
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	

11:45

**GENERAL DISCUSSION**

**CHRIS SERIO**

<b>DISCUSSION</b>	Discussion took place regarding issues of importance to the students, such as: credit plateau (student faculty has a resolution to increase credit plateau to 18), students going to community colleges for summer credit, use of Springboard by the faculty.		
	Rex Ramsier is going to pursue obtaining data as to the faculty members who use Springboard and those who do not. An effort will be made to find why some members of the faculty do not utilize Springboard. Wayne Hill will pursue information from Institutional Research and IT regarding Springboard usage with organized class sections.		
	General discussion took place regarding the method of delivery of the two surveys discussed (email through Qualtrics, OrgSync, zipmail) and the incentives used.		
	Twitter and Facebook appear to be the most used mediums. People don't want to be 'over' texted. Do we know if Twitter is best received? When would students be most inclined to read Zipmail? What do students want to know about?		
	In an effort to improve communication, IT will be contacted to determine the following: (1) The default screen – can we push out something of importance such as making it mandatory to log off/log in which will prompt the delivery of a message; (2) Mandatory message being pushed to computers when someone is trying to access Springboard, their schedule, etc.		
<b>CONCLUSIONS</b>			
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	
Wayne Hill will pursue information from Institutional Research and IT regarding Springboard usage with organized class sections.	Wayne Hill	Next meeting	
Rex Ramsier is going to pursue obtaining data as to the faculty members who use Springboard and those who do not. An effort will be made to find why some members of the faculty do not utilize Springboard.	Rex Ramsier	Next meeting	

**NOON**

**ADJOURNMENT**

**CHRIS SERIO**

The meeting adjourned at noon.
--------------------------------

# Meeting

## MINUTES

APRIL 28, 2014

1:00 PM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Christopher Serio
TYPE OF MEETING	Social Media, Zipmail Management System & Buchtelite Survey Discussion
FACILITATOR	
NOTE TAKER	Deb Wilhite
ATTENDEES	Jessica Bixby, Christine Culbertson, James Durbin, Kim Gentile, Wayne Hill, Kathleen Hurley, Bob Kropff, Neal Raber, Scott Roberts, Christopher Serio, Rex Ramsier and Deb Wilhite

### Agenda topics

**1:00 PM** **APPROVAL OF MINUTES** **KIM GENTILE**

DISCUSSION	The minutes of the meeting held on March 31, 2014 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**1:10 PM** **BUCHTELITE SURVEY UPDATE** **JAMES DURBIN**

DISCUSSION	Results from this survey had a good amount of student participants. 80% Full-time students and 1 out of 5 were part-time students. 70% of these students were commuters. Average age is 24.		
	1 <sup>st</sup> preferred source of media is websites – 53%. 2 <sup>nd</sup> preferred is Social Media – 47%. 3 <sup>rd</sup> preferred is Buchtelite. 4 <sup>th</sup> is email.		
CONCLUSIONS	How can we improve Buchtelite?		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**1:30 PM** **SOCIAL MEDIA UPDATE** **JESSICA BIXBY**

DISCUSSION	Jessica updated on the Class of 2018 survey for new students using Facebook, Twitter & Instagram.		
	Facebook, twitter & Instagram has increased on usage from 200 to 1,000 since August.		
	UA Twitter changed their home page to be more user friendly. Added new features to improve replies and conversations. Text gets larger when more respond to a conversation. Can 'Pin' conversation at to show at the top of page.		
	Instagram has new contest 'UAkron Eats' which has added 300 new followers. Close to 2,000 followers to Instagram.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

1:45 PM

**NEW SAFETY AWARENESS CAMPAIGN:  
ANONYMOUS CRIME REPORTING**

**BOB KROPFF**

<b>DISCUSSION</b>	Discussed goals, tactics and outcome of 'Tip Submit' App.	
Added 'Tip Submit' App to the UA safety page showing that tips are enhancing campus life through Tips of the Month. This links to a page that shows outcomes and video. Placed on MyAkron, Zipmail and the Digest.		
Tips have increased and 15% increase in Z-Alerts enrollment over the last 3 months. Collecting ideas from Student Life and USG. Improving workflow and not increasing staff time devoted to Zipmail. Long term goal to hire a student editor.		
<b>CONCLUSIONS</b>	Make it smartpone accessible/friendly. Move distribution from Friday to Tuesday. Modernize design, improve readability and show at the top the news that every student needs to know.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

2:00 PM

**ADJOURNMENT**

**CHRIS SERIO**

The meeting adjourned at 2:00 p.m.
------------------------------------



**1:15 P.M.**

**PRESIDENTIAL TRANSITION**

**EILEEN KOREY AND WAYNE HILL**

<b>DISCUSSION</b>	It was reported that the presidential transition is being managed by the Board of Trustees office – specifically Nick York and Paul Herold. UCM is in the process of creating a webpage for Dr. Scarborough. There has been some discussion regarding the new president’s venues of communication, including Twitter, Facebook, a blog, and other avenues.	
	Once Dr. Scarborough has begun his position here at UA (July 1) there will be a discussion about a new era marketing strategy. An article that appeared in the Baytown Sun newspaper regarding Dr. Scarborough will be forwarded to the committee.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Forward Baytown Sun newspaper article	Cindy Gessel	

**1:30 P.M.**

**OFFICER ELECTIONS**

**CHRIS SERIO**

<b>DISCUSSION</b>	The responsibilities of the positions that need to be filled were reviewed: Chair, Vice Chair and Secretary.	
	After discussion related to the three positions, three members self-nominated. After further discussion, the following individuals were elected: James Durbin, Chair; Scott Roberts, Vice Chair; and Jennifer Adams, Secretary.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**2:00 P.M.**

**ADJOURNMENT**

**JAMES DURBIN**

The meeting adjourned at 2:00 p.m.
------------------------------------

# Meeting

## MINUTES

AUGUST 20, 2014

10:30 AM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	James Durbin
TYPE OF MEETING	Sexual Assault Response Team Report
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	Jennifer Adams LeFebvre, Christine Culbertson, James Durbin, Kim Gentile, Marjorie Hartleben, Wayne Hill, Neal Raber, Scott Roberts

### Agenda topics

**10:30 A.M. CALL TO ORDER JAMES DURBIN**

DISCUSSION	Chair James Durbin called the meeting to order.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**10:32 A.M. APPROVAL OF MINUTES JAMES DURBIN**

DISCUSSION	The minutes of the meeting held on July 2, 2014 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**10:35 A.M. SEXUAL ASSAULT RESPONSE TEAM (SART) DENINE ROCCO**

DISCUSSION	<p>Student Affairs provided a report to the Board of Trustees about SART. The committee is comprised of individuals from student affairs, faculty, students, and ROTC. The committee worked very hard to meet the August 13 deadline. They conducted an inventory of what was being done, what needed to be done and how to do it.</p> <p>Tasks teams were formed: training and education, communication, compliance, and assessment. An assessment piece is planned for this fall regarding the climate. 'Think About It' is a new educational program being implemented regarding prevention and respect. The follow-up component, 'Talk About It', has also been purchased.</p> <p>There are only two places where a student can report a sexual assault confidentially: the Counseling Center and the Student Health Center. There is a UA webpage devoted to Title IX. There is also a Title IX presentation that is available for campus groups.</p> <p>There is separate work being done regarding campus safety.</p>		
CONCLUSIONS			

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

**11:15 A.M. UPDATE ON DR. SCARBOROUGH'S FIRST 100 DAYS WAYNE HILL**

<b>DISCUSSION</b>	The President is half way into his first 100 days. There has been a massive number of listening meetings with deans, directors, staff, community groups, and the board of trustees. He has reorganized staff.	
He has met with each college. He has established a template of information he wants from the deans. He is beginning to work on college strategic plans – those roll up to the UA strategic plan.		
He is looking at the budget and what needs to be done regarding finances. The process is deliberate and thoughtful.		
Revenue update: the entering freshman class is looking strong. Their academic preparation is better. The ACT scores are up. The Honors College is up significantly.		
<b>CONCLUSIONS</b>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

**11:30 A.M. ADJOURNMENT JAMES DURBIN**

<b>DISCUSSION</b>		
<b>CONCLUSIONS</b>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

# Meeting

## MINUTES

OCTOBER 30, 2014

3:00 PM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	James Durbin
TYPE OF MEETING	Communications Plan
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	Christine Culbertson, James Durbin, Wayne Hill, Eileen Korey, Jennifer Adams LeFebvre, Neal Raber, Scott Roberts

### Agenda topics

**3:00 P.M. CALL TO ORDER JAMES DURBIN**

DISCUSSION	Chair James Durbin called the meeting to order.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**3:05 P.M. APPROVAL OF MINUTES JAMES DURBIN**

DISCUSSION	The minutes of the meeting held October 9, 2014 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**3:10 P.M. CRISIS COMMUNICATIONS PLAN EILEEN KOREY**

DISCUSSION	Korey used the Ebola crisis to express concern to leadership regarding UA's preparation in the event of similar situation. She discussed the need to hire a consultant who specialized in crisis communications to assist in developing a plan. The cost for the consultant would come out of the UCM budget.		
	They want to use all constituencies to help develop and disseminate information regarding the plan. It is imperative to control the messaging during a crisis. There will be a vulnerability audit conducted and the committee will be a part of that effort.		
	The Emergency Management Plan does have a communications plan in it, but that section needs revised. The plan needs to address several issues, including how often to communicate during an emergency, how to communicate, to what extent the communications should be media focused and what department should be responsible for components such as supervising and staffing the call center.		
	A suggestion was made to consider utilizing students who are part of the emergency management program in CAST. Students from that program were utilized during the 9/11 tragedy.		

<b>CONCLUSIONS</b>	
--------------------	--

**3:40 P.M. COMMITTEE FOCUS AND RESPONSIBILITY JAMES DURBIN**

<b>DISCUSSION</b>	There was discussion regarding the need for the committee to be more focused on the purpose of its existence. There is a significant need for the committee to have clarity of purpose.	
	Although a few committee members have an opportunity to report back to their constituency group, not all are requested to do so. There needs to be a more concerted effort to solicit feedback from the constituency groups, to provide the groups with regular reports and updates from the committee,	
	Because there are very few, if any, communications and marketing staff for the different colleges, the need for the committee members to be engaged with their constituency groups is even more important than in previous years.	
<b>CONCLUSIONS</b>	Members need to email Wayne Hill, Eileen Korey and James Durbin with their version of what this committee should be doing.	

**3:55 P.M. NEW BUSINESS JAMES DURBIN**

<b>DISCUSSION</b>	James Durbin will advise the University Council leadership about absenteeism and positions needing filled.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**4:00 P.M. ADJOURNMENT JAMES DURBIN**

<b>DISCUSSION</b>	Chair James Durbin adjourned the meeting at 4:00 p.m.	
	The next meeting is Tuesday, November 25 at 3:00 in Leigh Hall 413.	
<b>CONCLUSIONS</b>		





	<p>The Committee has been contacted by Kristine Kraft to do a smoking ban survey. Eileen Korey and Wayne Hill spoke with Dr. Kraft. It was determined that there is a need for a stronger, more structured survey. There have been several universities that have taken action related to smoking bans. Durbin contacted the University of Minnesota and requested a copy of the synopsis of the questions that UM distributed. He provided a copy to the committee (copy attached). A survey would get a better sense of how the campus feels.</p> <p>There was discussion as to whether the committee should conduct a survey similar to the one it did regarding internal communications. The Health and Wellness Committee wants to revisit the issue of a smoking ban. A specific resolution cannot be resubmitted, but something similar can be submitted.</p> <p>There was discussion as to who would be enforcing a ban and how would it be enforced? It was noted that people have indicated if there is a smoking ban, they will find ‘an alcove’ in which to smoke. It was also reported that e-cigarettes are allowed in the classrooms.</p> <p>Many institutions in the state and others have some kind of smoking ban. This committee could help develop the questionnaire and provide results. It was recommended that the Health and Wellness Committee be solicited for questions it would want included in the survey.</p>

3:55 P.M.                      UNIVERSITY COUNCIL MEETING UPDATE                      JAMES DURBIN

DISCUSSION	<p>Further discussion regarding the University Council meeting held the previous week revealed that a student group wants to know how much of the fees they are paying are designated for Athletics. They want more disclosure. It was requested that the fees be ‘scoured’ to determine what goes to Athletics and then lumping that amount into an athletics fee. They did not discuss what the athletic fees are specifically applied to.</p>
------------	--

4:00 P.M.                      ADJOURNMENT                      JAMES DURBIN

DISCUSSION	<p>The meeting adjourned at 4:00 p.m.</p>
------------	---

Next Meeting:  
 Tuesday, December 16, 2014 at 3:00 p.m. – Leigh Hall 414