

3:35 P.M.

UNIVERSITY COUNCIL PRESENTATION

JAMES DURBIN

DISCUSSION	<p>There was discussion of the communications committee’s consideration of bringing to full council such matters as budgets and strategic plans. James Durbin agreed to speak with Harvey Stern of the Steering Committee, and Stacey Moore for a more clear understanding of future items that can be presented to full committee.</p> <p>It was discussed that representatives of the various constituency groups need to work closely with those groups to ensure that the goals of those constituencies are represented and report back to the communications committee their issues of concern and interests.</p> <p>An update was given on the status of the University’s Crisis Communication Plan and vulnerability audit that Hennes Paynter Communications facilitated on December 12 with the many constituencies/individuals that assisted in helping to identify areas of potential concern. Eileen Korey gave examples of how the plan is designed and how locations are assigned.</p> <p>Jennifer LeFebvre asked if training and testing of the plan will occur once it is established and implemented.</p> <p>It was brought to the attention of the committee that a campus climate survey will be rolled out from the SART committee in the coming weeks.</p>
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3:45 P.M.

STATUS OF VP OF ADVANCEMENT SEARCH

EILEEN KOREY

DISCUSSION	<p>Eileen Korey gave a status update on the University’s search for the Vice President of Advancement. With the final four candidates selected, a decision on the position is expected in the coming weeks.</p>
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3:55 P.M.

PROMOTIONAL CAMPAIGN LAUNCH SUPER BOWL WEEKEND

EILEEN KOREY & WAYNE HILL

DISCUSSION	<p>The University’s Achieve Promotional Campaign scheduled to run during Super Bowl XLIX on February 1 was shown to the committee. The origination of the idea, content, and diversity of the alumni profiled in the campaign drew a positive response from the committee. The timeline for the campaign release date to the campus community via e-Digest and run times during the super bowl were also discussed. It was also mentioned that the campaign is good for community & campus engagement. Also, it was discussed that with restricted resources, this campaign is a fraction of the cost of previous year’s media campaigns. Also, there are future plans for these types of features of alumni ads to run for University promotion. Jennifer Adams LeFebvre commented that the ads were impressive.</p>
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4:00 P.M.

ADJOURNMENT

JAMES DURBIN

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

Tuesday, February 25, 2014 at 3:00 p.m. – Leigh Hall 414

University Council

MINUTES

NOVEMBER 10, 2015

3:00 – 3:10 PM

MEETING CALLED BY	James Durbin, chair
TYPE OF MEETING	Monthly Meeting
PRESIDER	James Durbin, chair
NOTE TAKER	Marca Kaplar
ATTENDEES	<p>Member: James Durbin, Wayne Hill, Irena Chernikova, Marca Kaplar</p> <p>Absent with notice:</p> <p>Absent without notice:</p>

Agenda topics

3:00 – 3:10 CALL TO ORDER JAMES DURBIN

DISCUSSION	A quorum was not present and the meeting was adjourned at 3:10 p.m.
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COMMUNICATIONS COMMITTEE REPORT JAMES DURBIN

DISCUSSION	
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UNFINISHED BUSINESS JAMES DURBIN

DISCUSSION	
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SMOKING SURVEY WAYNE HILL

DISCUSSION	General information as to the combination of efforts between Wellness Committee and ourselves. Survey to be executed next month.
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NEW AGENDA TOPICS

DISCUSSION	General information as to what the Communication will be working with in the future. Discussion as to the importance of the committee and fluidity of reaching our students.
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NEW BUSINESS JAMES DURBIN

DISCUSSION	
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Communications Committee

MINUTES

DEC 3, 2015

2-3PM

LEIGH HALL 413

MEETING CALLED BY	James Durbin, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	James Durbin, chair	
NOTE TAKER	Marca Kaplar, secretary	
ATTENDEES	<p>Members: Ivy Banks, Megan Bodenshatz, Irina Chernikova, James Durbin, Marjorie Hartleben, Wayne Hill, Marca Kaplar, Scott Roberts, Gamal Saxton, Michelle Reed</p> <p>Absent with notice: Irina Chemikova</p> <p>Absent without notice: Marjorie Hartleben,, Megan Bodenshatz</p> <p>Other attendees: Pam Duncan</p>	
Agenda topics:		
2:00 – 2:10	CALL TO ORDER	JAMES DURBIN CHAIR
DISCUSSION	<ol style="list-style-type: none"> 1. The chair called the meeting to order. He asked for additions to the agenda. There being none, the agenda was approved as distributed by unanimous consent. 2. The chair asked for additions or corrections to the (Nov 10) Communications Committee minutes. 3. Need to establish goals through the April 2016 Term 	
2:10 – 2:15	UNFINISHED BUSINESS	JAMES DURBIN CHAIR
DISCUSSION	There be none found Agenda moved forward	
2:15 – 2:25	ESTABLISHING COMMITTEE GOALS	JAMES DURBIN CHAIR
DISCUSSION	<ol style="list-style-type: none"> 1. The need to establish better or more effective ways to reach students 2. Measure through and action plan 3. Utilizing different types social media to stay informed 4. Working with Wellness Committee on the Nicotine on Campus Survey 	
2:25 – 2:35	SMOKING SURVEY	WAYNE HILL
DISCUSSION	Completion of the survey so far is one of the largest in not the largest. The survey is designed to finish in correspondence with end of classes next week.	
2:35 – 2:40	NEW BUSINESS	MICHELLE REED
DISCUSSION	Ability to Webinex if necessary.	
2:40 – 2:40	SCHEDULING	MARCA KAPLAR
DISCUSSION	Request for schedules to establish next and future meetings/ The meeting was adjourned at 2:40 p.m. by unanimous consent.	