

MEMORANDUM

n, OH 44325-0604
uakron.edu/ucm

TO: University Council, Communications Committee
FROM: Wayne Hill
RE: Meeting Debrief, March 3, 2016

Attendance (Quorum not reached; meeting status unofficial)

In attendance: James Durbin, Wayne Hill, Michelle Reed

Absence with notice: Irina Chernikova, Marca Kaplar, Scott Roberts

Absence without notice: Ivy Banks, Megan Bodenshatz, Marjorie Hartleben, Gamal Saxton,

Other attendees: Pam Duncan, John MacDonald

Smoking Survey

A plan to review and validate smoking survey data was discussed along with suggestions for sharing the results with the campus community and subsequent next steps. The committee addressed potential issues associated with mass distribution of the survey. It was determined existing resources could be utilized for publication and that appropriate authorization to publish existed. Examples of comparable university policies were discussed. Dr. MacDonald shared the following links:

<http://www.uakron.edu/wellness/> - UA Campus Wellness website

<http://www.uakron.edu/hr/benefits/healthy-u-wellness-programs/> - HR Healthy U program and link to smoking cessation program

<http://www.uakron.edu/dotAsset/c02ceb5f-8455-4d77-a328-d49b99ff29c1.pdf> - Smoking Cessation direct link

<http://www.uakron.edu/dotAsset/1344250.pdf> - BOT rule 3359-20-05.5 Health services and restrictions on smoking, alcoholic beverages and drugs.

<http://www.uakron.edu/counseling/> - Counseling Services

Example: BGSU - <http://www.bgsu.edu/recwell/wellness-connection/smoke-free-policy.html>

WMU - <https://wmich.edu/tobaccofree>

The process of submitting a formal report to University Council was also discussed. Wayne Hill and Dr. MacDonald (Recreation and Wellness) will coordinate actionable details above.

University Council Bylaws

Dr. Durbin will distribute copies of the recommended bylaw changes to committee members. A University Council discussion is scheduled for the March 8 meeting.

Student Communications



MEMORANDUM

n, OH 44325-0604
uakron.edu/ucm

Dr. Durbin and Wayne Hill are coordinating outreach to student population for insights into how to improve communications with the student body. Dr. Durbin will seek input from his students as a curricular activity. Academic approval for curricular modification is required and pending.

Meeting

MINUTES

AUGUST 2, 2016

12:39 PM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Wayne Hill
TYPE OF MEETING	Monthly Meeting
FACILITATOR	Wayne Hill
NOTE TAKER	Pam Duncan
ATTENDEES	Irina Chernikova, Susan Clark, Samantha Hickey, Wayne, Hill, Michelle Reed, Scott Roberts, Gamal Saxton, Katy Selzer Absent with notice: Kristin Foy Sampson, Marca Kaplar, Kelly Unger

Agenda topics

12:39 PM

CALL TO ORDER

WAYNE HILL

DISCUSSION	Committee asked for revisions, comments regarding agenda. As none were suggested the agenda was accepted as presented. Faculty Senate appointments are pending after the start of the fall semester. An inquiry was made about suspending committee leadership elections until Faculty Senate appointments have been made. University Council Bylaws have been approved and will be officially adopted at BOT meeting Aug. 16. HLC visit is scheduled Feb. 14, 2017.		
CONCLUSIONS	N/A		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Contact UC facilitator to discuss elections	Wayne Hill	08/05/16	

12: 53 PM

COMMITTEE MEMBERS INTRODUCTIONS

COMMITTEE MEMBERS

DISCUSSION	New committee members, Susan Clark, Katy Selzer, Samantha Hickey were welcomed and committee members introduced themselves to the new members. Members not in attendance were acknowledged.		
CONCLUSIONS	N/A		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

1:05 P.M.

UNFINISHED BUSINESS

WAYNE HILL

DISCUSSION	New committee members were updated on the genesis of the research conducted during Spring 2016 concerning improving communication with students. The results were presented to Wayne Hill and Scott Scarborough with a variety of ideas for consideration and potential implementation.		
CONCLUSIONS	The reports will be recorded and could be integrated into new initiatives being implemented by interim President Wilson, who is seeking to engage in dialogue with a wide range of constituencies. The committee considered replicating the survey in spring, 2017 to assess improvement of campus communications. The "focus group" format might present replication challenges but could be considered.		

	Recurring town hall meetings are in development, web forms, live chats, newsletters for alumni and parents are other suggestions under consideration. Other communications issues, not related to this report were discussed, including website links and functionality, and duplication of content by collaborating departments. ZipMail functionality is being reviewed by UCM and enhancements are in development. Social Media Specialist has been hired. Continuity and best practices are being developed. CBA Facebook page was cited as an effective social media initiative.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
New committee members will receive the reports	Pam Duncan	08/05/16
Committee members are encouraged to report web issues to Bob Kropff	Communications Committee	N/A

1:21 PM

NEW BUSINESS

WAYNE HILL

DISCUSSION	Goals for 2016-17 will be discussed during the next meeting. Last year's Smoking Survey is an example of initiatives previously completed by the committee. The potential for interaction with the Tiger Team Communications Committee was discussed with a possible future goal of collaborating to facilitate effective budget communications to the campus community. Committee discussed future meeting times.	
CONCLUSIONS	Committee to address goals during next meeting. Committee agreed to 2 nd Wednesday, 1:00 pm meeting time.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Distribute meeting invitations, draft minutes, confirm location	Pam Duncan	08/05/16
1:39 PM	ADJOURN	

Meeting MINUTES

SEPTEMBER 7, 2016 1:00 PM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Wayne Hill
TYPE OF MEETING	Monthly Meeting
FACILITATOR	Wayne Hill
NOTE TAKER	Pam Duncan
ATTENDEES	Julie Cajigas, Irina Chernikova, Susan Clark, Samantha Hickey, Wayne Hill, Michelle Reed, Scott Roberts, Katy Selzer, Kelly Unger Absent with notice: Kristin Foy Sampson, Marca Kaplar Absent without notice: Gamal Saxon

Agenda topics

1:02 PM **CALL TO ORDER** **WAYNE HILL**

DISCUSSION	Wayne Hill called the meeting to order with requests to revise agenda. Requests for revisions to August 2, 2016 minutes were managed electronically. Comments requested by August 22.		
CONCLUSIONS	Agenda and Minutes from August 2, 2016 meeting were approved by affirmation.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Documents to be submitted to UC	Pam Duncan	09/09/16	

1:15 PM **COMMITTEE MEMBERS INTRODUCTIONS** **COMMITTEE MEMBERS**

DISCUSSION	Julie Cajigas, representing Faculty Senate, was introduced to the committee.		
CONCLUSIONS	N/A		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

1:20 P.M. **UNFINISHED BUSINESS** **WAYNE HILL**

DISCUSSION	Topics for discussion: Committee leadership elections, Standing Committee Goals, update on branding/marketing campaign. Committee was advised that with only one Faculty Senate member needed, elections may proceed. Wayne Hill requested nominations or volunteers. Julie Cajigas volunteered to serve as Committee Chair . After a scheduling conflict discussion related to Ms. Cajigas' teaching schedule and the monthly University Council meeting during the fall semester, it was determined that accommodations could be made. Committee approved her service by affirmation. Scott Roberts will continue as Vice Chair . Michelle Reed was nominated and affirmed by the committee as Secretary . Committee discussed Standing Committee Goals for 2017. Document is due Sept. 30 to UC. Suggestions: Continue with existing goal to improve communications with students, collaborate with University Branding effort after HLC accreditation is completed. The committee will review and consider following up on Tiger Team Communications Committee pending deliverables. (i.e. internal communications, estranged constituents communications, Budget/Dean's communications) Wayne Hill
------------	---

	updated the committee on status of prior efforts to improve ZipMail. New format and publishing dates have been established. Wayne also provided marketing and community outreach update to committee members including the current "UA Proud" campaign. Committee reviewed print assets and discussed timelines for current campaign. Additional information about community outreach included details about President Wilson's pending visits to 25 HS for direct outreach, Admissions is identifying 50 NEO HS for community outreach by Admissions staff and other volunteer speakers. Committee members provided input and suggestions on specific communications tactics including, utilizing DL College Credit Plus options for recruitment, host community events on campus (community outreach) to foster familiarity with campus.	
CONCLUSIONS	Officers were nominated and confirmed by committee. Notification to UC facilitator pending. Committee will review materials listed below prior to next meeting to determine goals. Committee participation in University Branding/marketing initiatives will focus on establishing best practices, identifying constituencies for research.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Distribute Tiger Team reports to Committee	Julie Cajigas	09/09/16
Distribute student communication research to new members	Pam Duncan	09/09/16
Distribute materials on brand studies, UA research to committee, Add committee to ZipMail listserve.	Wayne Hill	09/09/16
2:01 PM	ADJOURN	

Next Committee Meeting, October 5, 2016 1:00 pm

Communications Committee

MINUTES

OCTOBER 5, 2016

1:00 PM

LEIGH HALL 414

MEETING CALLED BY	Julie Caigas
TYPE OF MEETING	Monthly Meeting
FACILITATOR	Julie Caigas
NOTE TAKER	Michelle Reed
ATTENDEES	Wayne Hill, Julie Cajigas, Scott Roberts, Michelle Reed, Irina Chernikova, Katy Selzer, Kelly Unger Absent with notice: Kristin Foy Sampson, Susan Clark, Marca Kaplar, Gamal Saxon Absent without notice: Samantha Hickey

Agenda topics

1:10 PM

CALL TO ORDER

JULIE CAJIGAS

DISCUSSION	Agenda and minutes from September meeting	
CONCLUSIONS	Agenda for October 5 th and Minutes from September 7th meeting were approved by affirmation.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Documents to be submitted to UC – Goals and Minutes	Julie Cajigas	9/30/2016

GOALS

JULIE CAJIGAS

DISCUSSION	Julie Cajigas, shared a list of goals and committee members approved them.	
CONCLUSIONS	Communications committee will break out to work on goal 1 to improve the commutations with the students first.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

UNFINISHED BUSINESS

JULIE CAJIGAS

DISCUSSION	Julie reviewed the student communication surveys and came up with 4 action items to address as a way to recommend how to improve communication with students. CARE. LISTEN. COMMUNICATE. TRANSPARENCY.	

CONCLUSIONS	CARE: Katy, Scott and Michelle will meet to research Student Centered Culture on campus. COMMUNICATE: Kelly and Julie will research Zipmail and how it functions and research how to improve it.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Culture written recommendations	Michelle Reed	End of semester
Zipmail written recommendations	Julie Cajigas	End of semester
2:20 PM	ADJOURN	

Next Committee Meeting, November 2nd, 2016 11:am - 1:00 pm

Meeting MINUTES

NOVEMBER 2, 2016 11:00 AM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Julie Cajigas
TYPE OF MEETING	Monthly Meeting
FACILITATOR	Julie Cajigas
NOTE TAKER	Pam Duncan
ATTENDEES	Julie Cajigas, Irina Chernikova, Susan Clark, Samantha Hickey, Wayne Hill, Michelle Reed, Scott Roberts, Gamal Saxan, Katy Selzer, Kelly Unger Absent with notice: Kristin Foy Sampson, Marca Kaplar Guests: Alan Ashby, Megan Bodenshatz, Darnell Davis, Pam Duncan, Eric Jacobs, Greg Kiskadden, Zachary Michel

Agenda topics

11:03 AM CALL TO ORDER JULIE CAJIGAS

DISCUSSION	Meeting called to order by Julie Cajigas.	
CONCLUSIONS	Agenda for November 2, 2016 meeting and minutes from October 5, 2016 meeting were approved by affirmation.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Documents to be submitted to UC	Michelle Reed/pjd	TBD

11:08 AM INTRODUCTIONS COMMITTEE MEMBERS-GUESTS

DISCUSSION	Committee members were introduced to student guests from USG, GSG and BOT student trustees.	
CONCLUSIONS	N/A	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

11:10 AM UNFINISHED BUSINESS JULIE CAJIGAS

DISCUSSION	Committee shared student communication goal/process with student guests and solicited their questions regarding those goals. Updates from Zipmail group and Student Culture group were included in the discussion. Changes to Zipmail delivery date and updated formatting were reviewed. Campus news is now linked in Zipmail for student access. In response to student desire for more access to administration, President Wilson is actively engaging with student body in a variety of initiatives.
CONCLUSIONS	Students seek creative unique social media platforms with personal content. Snapchat, Instagram and Twitter are preferred platforms with formatting for smartphones very desirable. Student "takeovers" for UA social media accounts could be used to promote wider use by students. Events should be promoted on

	social media. A new events app for UA was suggested. Digital ads projected on the buildings was offered as an option to promote campus events. Students want enhanced communications regarding class cancelations, parking lot closures. Students do not use Zipmail as their primary source of information. Students suggested a centralized app be introduced at orientation. UA-oriented communications for students should be concise and relevant. New events calendar was discussed with an emphasis on promoting the tool to the campus community. Student-centered culture might begin with communications via social media. This may require a review of campus-wide social media protocol.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Collaborate with director of integrated communication to refine Zipmail. Revise categories, create concise headlines, link to details	Wayne Hill	End of semester
Review existing campus-wide social media protocol	TBD	TBD

12:20 PM		UA MESSAGING PLATFORM	WAYNE HILL
DISCUSSION	Wayne introduced staff of WhiteSpace Creative who reviewed a messaging platform that focuses on individuals and their personal connections to the University. The open-ended concept allows for multi-faceted use by individuals, departments and supporters in the community.		
CONCLUSIONS	The committee expressed support for the platform and identified specific ways for use internally and responded affirmatively to the concept of platform being used to encouraged alumni and supporters to share their personal connections with UA.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
N/A			
1:05 PM ADJOURN			

Next Committee Meeting, December 7, 2016 11:00 am