

University Council

Minutes, Communications Committee

Jan 4, 2017

1 – 3 p.m.

Leigh Hall 414

Members: Cajigas, Julie A; Chernikova, Irina; Clark, Susan G; Foy Samson, Kristin; Hill, Wayne R; Kaplar, Marca; Roberts, Scott S; Selzer, Katherine A; Unger, Kelly

In Attendance: Cajigas, Julie; Chernikova, Irina; Foy Sampson, Kristin; Hill, Wayne; Kaplar, Marca; Roberts, Scott;

Guest: Pam Duncan

1-1:05 Call to Order

Julie Cajigas

Review/Revision of Agenda

Quorum Held w/6 in attendance

Approval of Minutes – November minutes to be sent and approved electronically

1:05-1:20 Questions as to purpose of committee and results of polls in preparation for UC presentation 1-10-17

Sub-committee on Campus Culture reported that work is ongoing, but was asked to forward details for inclusion on January 10 report to University Council. It was also noted that Communications Committee will provide context on timeline of survey during UC presentation.

1:20 – 1:35 Discussion as to completion of social media and poll goals, use of mobile app and value in involving guests or guest speakers in our meetings.

- **Student concerns:** *transparency, increased relevant communications, opportunities to be heard.*
- **Student Suggestions:** *upgrade My Akron, modify Zipmail, more robust social media profile, new mobile apps, more communications on BOT actions and real time parking updates – including snow closures.*
- **Potential Goals:** *leverage research to improve communications, complete Campus Culture update, document branding best practices, identify internal communications best practices, invite UCM social media specialist for periodic consultation.*
- *Committee acknowledged that above items would require review of resources and barriers to completion.*

1:35 – 1:40 Discussion of future agenda items and committee objectives

- *Committee to expand Campus Culture research, retool campus communications for brevity, relevance, with focus on transparency.*
- *Social media enhancements: (i.e. Facebook Live for New Roo Weekend, Faculty Fridays on Instagram), in addition to the suggestions listed in student poll.*
- *Using internal resources for Adult Focus program enhancements.*

1:40 – 1:45 Future Meeting

- *Doodle Poll to be sent to adjust for spring semester*

1:45 – 2:00 New Business

- *Wayne Hill discussed bringing in WhiteSpace information to help with future committee goals.*
- *Need to appoint and/or elect new Committee Secretary*

Next Meeting: TBD –Based upon Doodle Poll we need to schedule as soon as possible

Thanks

Marca Kaplar

Graduate Student MAP

University Council Purpose Statement:

The University Council will operate under the principle of consultative decision-making wherein the opinion and advice of the University Council membership are sought but where decision-making authority remains with the senior administration and the Board of Trustees. The University Council provides the integrated framework for both strategic and ongoing planning, decision-making and execution of the university's strategic plan. It helps to ensure that the goals and objectives of the strategic plan are realized through implementing strategies and action plans reported through the University Council (University Council Bylaws, January 20, 2015: B and C2, page 1)

Meeting

MINUTES

FEBRUARY 2, 2017 12:00 PM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Julie Cajigas
TYPE OF MEETING	Monthly Meeting
FACILITATOR	Julie Cajigas
NOTE TAKER	Abigail Zerull/pjd
ATTENDEES	Julie Cajigas, Irina Chernikova, Kristin Foy-Sampson, Wayne Hill, Scott Roberts, Abigail Zerull Absent with notice: Susan Clark, Marca Kaplar, Guests: Pam Duncan, Meghan Meeker

Agenda topics

12:07 PM **CALL TO ORDER** **JULIE CAJIGAS**

DISCUSSION	Meeting called to order by Julie Cajigas.	
CONCLUSIONS	Agenda for February 2, 2017 meeting and minutes from January 4, 2017 meeting were approved by affirmation.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Documents to be submitted to UC	Abigail Zerull	TBD

12:10 PM **INTRODUCTIONS** **COMMITTEE MEMBERS-GUESTS**

DISCUSSION	Committee members were introduced to new USG member, Abigail Zerull and guest, Meghan Meeker.	
CONCLUSIONS	N/A	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

12:11 PM **UNFINISHED BUSINESS** **JULIE CAJIGAS**

DISCUSSION	Committee members were updated on discussion with UCM, Director of Integrated Media regarding web and mobile app review. It was determined that feedback from students is required before proceeding. Julie Cajigas will draft a Qualtrics poll for committee review. Options/resources for development of possible new apps were discussed. Return on Investment (ROI) is considered to be a significant barrier unless retention could be impacted by this investment. UCM will provide resources for incentives to participate in the poll (Starbucks cards). Julie Cajigas and Abigail Zerull will serve on the writing team for Student Communications and Scott Roberts and Kristen Foy-Sampson will serve on the writing team for Campus Culture.	
CONCLUSIONS	Committee to review/approve poll, download and navigate UA mobile app for next meeting.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

Committee to review/approve poll, download and navigate UA mobile app for next meeting.	All committee members	Next Meeting
Writing teams to report on progress for next meeting Student poll draft to committee prior to next meeting Draft the recommendation for social media platforms Scan of Campus Culture Notes to full committee	Roberts-Sampson Cajigas Cajigas Pam Duncan	Next Meeting TBD Next Meeting Feb 2, 2017

12:50 PM	NEW BUSINESS	JULIE CAJIGAS
DISCUSSION	Julie Cagigas nominated Abigail Zerull to serve as committee secretary. Ms. Zerull accepted. Committee unanimously approved by affirmation. Committee discussed the campus-wide process for promoting new programs and certificates. Social media efficacy for such promotion was reviewed. Communication with Admissions/Advisors was suggested as an efficient and effective means of letting student body know about offerings. Communications & Marketing representation noted that the targeted audience determines the method of promotion. Suggestions were made to create a Faculty Staff Resource Guide. A suggestion was made to review existing resources to identify efficiencies and gaps in resources.	
CONCLUSIONS	Writing teams will review these suggestions. Committee will explore in depth upon completing research.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Review UA website and online resources and provide feedback	Full committee	Next meeting
1:20 PM ADJOURN		

Next Committee Meeting,

Meeting MINUTES

MARCH 9, 2017

12:00 PM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Julie Cajigas
TYPE OF MEETING	Monthly Meeting
FACILITATOR	Julie Cajigas
NOTE TAKER	Abigail Zerull
ATTENDEES	Julie Cajigas, Irina Chernikova, Kristin Foy-Sampson, Wayne Hill, Scott Roberts, Abigail Zerull Absent with notice: Wayne Hill Guests: Pam Duncan

Agenda topics

12:07 PM

CALL TO ORDER

JULIE CAJIGAS

DISCUSSION	Meeting called to order by Julie Cajigas.	
CONCLUSIONS	Agenda for March 9, 2017 meeting and minutes from February 2, 2017 meeting were approved by affirmation.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Documents to be submitted to UC	Abigail Zerull	TBD

12:10 PM

INTRODUCTIONS

COMMITTEE MEMBERS-GUESTS

DISCUSSION	Committee members read through Student Communication Resolutions Document; edits were discussed. Committee members discussed University app; reviewed recommendations.	
CONCLUSIONS	N/A	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Committee members to review app	All committee members	3/23

12:11 PM

UNFINISHED BUSINESS

JULIE CAJIGAS

DISCUSSION	Committee members discussed Springboard usage amongst professors. Student Communication Resource tabled; further discussion to be held at next meeting.	
CONCLUSIONS	Committee members will look over Student Communication Resource document and make further decisions at next meeting.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Committee members to review Student Communication Resource document.	All committee members	Next Meeting

12:50 PM	NEW BUSINESS	JULIE CAJIGAS
DISCUSSION	Committee members discussed ways to improve Springboard usage. Committee members reviewed new draft of Student Communications Resources.	
CONCLUSIONS	Writing teams will review these suggestions. Committee will explore in depth upon completing research.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Review UA website and online resources and provide feedback	Full committee	Next meeting
1:20 PM ADJOURN		

Next Committee Meeting, March 23.

Meeting

MINUTES

APRIL 13, 2017

12:00 PM

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, Kristin Foy-Sampson, Wayne Hill, Marca Kaplar Absent with notice: Scott Roberts, Abigail Zerull Guests: Pam Duncan,

Agenda topics

12:10 PM **CALL TO ORDER** **JULIE CAJIGAS**

DISCUSSION	Meeting called to order by Julie Cajigas.	
CONCLUSIONS	Agenda for April 13 meeting approved. Prior minutes pending. Committee will approve electronically.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Documents to be submitted to UC Communications Committee	Abigail Zerull	TBD

12:15 PM **UNFINISHED BUSINESS** **JULIE CAJIGAS**

DISCUSSION	<p>The Committee discussed progress on a possible Ombudsperson proposal. Julie Cajigas shared research and meetings with campus relevant constituencies. A written report is pending. It was suggested that a 'troubleshooting' document be drafted for campus-wide distribution. Committee members inquired about internal data that demonstrates the need for this position, as many colleges have structured process in place to address student issues that are not easily remedied (i.e. personal health and mental health, family issues). It was suggested that an Ombudsperson could identify emerging trends on campus and initiate a swift response. The Communications Committee student survey identified applicable student concerns. Committee members suggested an option for publicizing existing resources. The idea will be presented to the UC Student Success Committee for additional comments. Wayne Hill and Julie Cajigas will meet with appropriate committees. It was agreed that the proposal should progress internally as work on the proposal will resume in the fall. The committee was informed that graduate students are concerned about pending policy changes and many are considering other options.</p> <p>The Food Insecurity survey was reviewed with Recreation and Wellness. USDA questions on a comparable survey were considered and revisions to the document were drafted to ensure the instrument meets its stated objectives.</p> <p>Professional Development opportunities were discussed. The committee will consult with TD&HR regarding pending plans and past research.</p> <p>2016-17 Goals to be move forward are creating a student-centered culture, UA Branding (ID stakeholders, develop <u>well-formed</u> concept of who we are). Committee will consider retaining the goal to improve internal communications.</p>
CONCLUSIONS	Committee chair and Administrator will continue research through the semester. Work will resume in the fall.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Ombudsmen – follow up meeting with Student Success	Julie Cajigas – Wayne Hill	TBD
Food Insecurity Survey – Continue to refine survey, prep for fall	Julie Cajigas – Wayne Hill	TBD

12:50 PM

NEW BUSINESS

JULIE CAJIGAS

DISCUSSION	Meeting for <u>last</u> meeting of the semester. Committee requests polling members to find <u>best</u> date.	
CONCLUSIONS	<u>Doode</u> poll to be submitted to committee	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Identify next meeting date	Pam Duncan	TBD
1:17 PM ADJOURN		

Next Committee Meeting, TBD

see on campus to bring up at the next meeting.	TBD
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12:25 PM

NEW BUSINESS

JULIE CAJIGAS

DISCUSSION	<p>Michelle discussed the possibility of a University-wide texting service. In order for this service to be successful, the committee agreed that it would be best if students could opt into the text messages versus making it a requirement. The language of "opt in" needs to be furthered explored. We need to further explore what students would specifically want to see via text, and how many texts would be too many. A "See It First" campaign for Facebook was discussed by the council, as well as advocating for wider use of social media by students.</p> <p>The committee discussed interpersonal communication within the dean structure.</p> <p>Wayne presented his "Re-prioritizing Advertising Expenditures in University Communications and Marketing Budget for FY 2017-2018" document, and discussed the repurposing of the University's budgetary resources. We will discuss how to obtain and distribute more information from students in the Fall semester.</p>	
CONCLUSIONS	The committee will take the summer break to explore these ideas.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
The committee will consider how to distribute student content more efficiently.	Full committee	Next meeting TBD
1:17 PM ADJOURN		

Next Committee Meeting, Fall Semester TBD

Communications Committee

MINUTES

DATE 09/13/17

TIME 3:00 PM

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Julie Cajigas, chair	
NOTE TAKER	Pam Duncan, for Abby Zerull	
ATTENDEES	<p>Attendees: Kate Budd, Julie Cajigas, Pam Duncan, Amy Freels, Wayne Hill, Jeremy Kerola, Ian McCullough</p> <p>Absent with notice: Kristin Foy Sampson, Elizabeth Kennedy</p> <p>Absent without notice: Marca Kaplar, Abby Zerull</p>	
Agenda topics: Vice Chair election, Summer Activities, 2017-18 Committee Goals		
3:00 – 3:05	CALL TO ORDER	NAME OF CHAIR
DISCUSSION	<ol style="list-style-type: none"> Julie Cajigas called the meeting to order at 3:09 pm. She asked for additions to the agenda. There being none, the agenda was approved as distributed by unanimous consent. The May, 2017 minutes are pending approval. Few committee members remain to review and revise. Minutes will be distributed to committee members for review. 	
3:05 – 3:15	ACTION ITEMS	NAME OF CHAIR
DISCUSSION	The committee were provided and briefly reviewed the Standing Committee Expectations. Members were advised to review later, to manage meeting time efficiently.	
3:15 – 3:25	VICE CHAIR ELECTION	NAME OF CHAIR OR PRESENTER
DISCUSSION	Julie Cajigas asked the committee to nominate candidates. Jeremy Kerola volunteered and was unanimously appointed to the position of vice chair.	
3:25 – 3:45	SUMMER ACTIVITIES REVIEW	NAME OF CHAIR OR PRESENTER
DISCUSSION	Julie Cajigas and Wayne Hill provided the committee with an update on the progress of the food insecurity survey. The committee is collaborating with the Student Engagement and Success committee on assessing the use of existing emergency campus communications assets for periodic student notification. Discussions are ongoing and will address both the benefits and detriments of utilizing existing resources. Next steps for the food insecurity survey were reviewed. Existing data will be distributed to new committee members. The IRB process was discussed, including the need for a responsible party for the survey. The committee was updated on the RFP process for a new mobile app for campus use.	

3:45 – 4:00	2017-18 STANDING COMMITTEE GOALS	NAME OF CHAIR
DISCUSSION	<p>The committee reviewed 2016-17 standing committee goals and determined that it would be appropriate to carry forward the goal of creating a student-centered culture. 2017-18 goals are pending final review and approval by the committee before the September 29, deadline. The committee discussed including a review of campus accessibility standards in the new list of goals. Wayne Hill will compile a list of branding best practices for the committee to review. 2017-18 goals draft will be finalized and distributed to the committee for review and approval.</p> <p>.</p>	
	<p>Meeting adjourned at 4:35 pm. Next committee meeting, 3:00 pm, Oct. 11, 2017</p>	