



University Council

**Communications Committee  
Goals for the UC year ending April 30, 2018**

<b>Goal</b>	<b>Priority Number</b>	<b>How Will Goal Be Measured?</b>
The standing committee will conduct a preliminary investigation into branding best practices for higher education, and identify key branding constituency groups at our institution.	1	Generation of recommendations to help lay a foundation for any future branding activities undertaken by The University of Akron.
With guidance from research conducted in the previous two years, and additional research and student engagement, the standing committee will create a series of recommendation on how to improve student communication at The University of Akron, specifically in the domain of student-centered culture.	2	Generation of recommendations and a report on student centered culture at The University of Akron.
The standing committee will begin a review of internal communication practices to provide future recommendations.	3	Generation of recommendations for any internal communication processes where changes are found to be warranted.
The standing committee will begin a review of University communications to assure compliance with accessibility standards.	4	Generation of a specific recommendation of accessibility standards for The University of Akron campus.