



University Council

Communications Committee Annual Report September 2018 – August 2019

Goals:
(Submitted to UC in November 2018)

Goal/Metric	Accomplished	In Progress	Not Accomplished
To increase awareness and ultimately utilization of the SEFA grant by effectively creating educational tactics for current in need students, peers, faculty, staff and intervening public. The standing committee will recommend social media tactics for relatable outreach.	YES		
At the expiration of the SEFA grant in 2019, the committee will build on the awareness of students in need by promoting the Family Helping Family Fund.	Yes, but not implemented		
As part of the ongoing role of the Communication Committee, we plan to continue to seek and recommend ways to improve UA student communication & conversations at the University of Akron, specifically in the domain of student-centered culture.		ongoing	
The standing committee will continue a review of internal communication practices to provide future recommendations.		ongoing	
The standing committee will conduct a preliminary investigation into branding best practices for higher education, and identify key branding constituency groups at our institution			Not accomplished due to issues surrounding committee domain on this topic.

What were your top two successes?

1. Partnered with a Social Media class to build a strategic social media plan for the SEFA grant outreach. This partnership was a fantastic opportunity for students to get involved (and learn) about the SEFA grant, get experience crafting a real-world social media plan, and see it implemented.
2. The results of the student-inclusive strategic social media plan included rich data for the SEFA program and ZipAssist, a produced video distributed across University platforms, and a well-crafted social media campaign for future use.

What were your top two challenges?

1. It was difficult trying to stay within the boundaries of the committee's charge. In working on the ZipAssist/SEFA grant communication outreach, there was potential for greater involvement that stepped out of the boundaries and clashed with the domain of other university entities.
2. The same issue discussed above is at play in completion of goal 5 – investigating branding issues.

Please list the dates of your meetings:

August 17, 2018

September 28, 2018

November 30, 2018

December 2018 (winter break – no meeting)

January 18, 2019

February 22, 2019

March 1, 2019

April 5, 2019

May 3, 2019 (no quorum)

June 7, 2019 (no quorum)