

# Communications Committee

## MINUTES

NOVEMBER 21, 2011 2:00 P.M.

COMMUNICATIONS

<b>MEETING CALLED BY</b>	Candace Campbell Jackson
<b>TYPE OF MEETING</b>	Initial
<b>FACILITATOR</b>	Wayne Hill and Eileen Korey
<b>NOTE TAKER</b>	Cindy Gessel
<b>ATTENDEES</b>	Candace Campbell Jackson, Wayne Hill, Eileen Korey, Zachariah Lowe, Justin Orashan, Dean Stan Silverman, Jim Shuster, Kim Gentile, William Baker, Steve Sedlock, Cassie Verardi

### Agenda topics

#### INTRODUCTIONS

CANDACE CAMPBELL JACKSON

<b>DISCUSSION</b>	Candace Campbell Jackson introduced Wayne Hill (Associate Vice President/Chief Marketing Officer) and Eileen Korey (Associate Vice President/Chief Communications Officer). They will be serving as co-conveners.	
<b>CONCLUSIONS</b>	Candace Campbell Jackson will not be serving with the Committee now that Ms. Korey and Mr. Hill are co-conveners.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

#### REVIEW COMMITTEE PURPOSE

WAYNE HILL

<b>DISCUSSION</b>	A review took place of the purpose of the Committee as outlined in the University Council master document.	
<b>CONCLUSIONS</b>	Members of the committee need to review and become very familiar with the purpose of the Committee.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Prior to the next meeting, members will focus on the first two bullet points and be prepared to discuss them at the next meeting.	All members	Next meeting

ELECT OFFICERS

EILEEN KOREY

<b>DISCUSSION</b>	Elections were held for the positions of Chair, Vice Chair and Secretary.	
<b>CONCLUSIONS</b>	Kim Gentile (CPAC) – Chair; Jim Shuster (SEAC) – Vice Chair; Mike Szczukowski (CPAC) – Secretary.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Determine if there is a need to replace Neal Raber as a committee member now that he is retired.	Hill/Korey	Next meeting

STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT

HILL/KOREY

<b>DISCUSSION</b>	General discussion took place regarding communication – both internally and externally – at UA.	
<b>CONCLUSIONS</b>	There can be improvements made regarding communication at UA.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Members should come to the next meeting prepared to discuss any ideas or thoughts regarding communication at UA.	All members	Next meeting

FUTURE AGENDA ITEMS

ALL

<b>DISCUSSION</b>	Discussion took place regarding future agenda items.	
<b>CONCLUSIONS</b>	In addition to being prepared to discuss committee responsibilities and improvements that can be made regarding communications, members need to be prepared at the next meeting to discuss any databases/resources at the institutional level used for the purpose of communications generally.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Be prepared at the next meeting to discuss any databases/resources at the institutional level used for the purpose of communications generally.	All members	Next meeting

<b>OBSERVERS</b>	Cindy Gessel
<b>RESOURCE PERSONS</b>	
<b>SPECIAL NOTES</b>	



	result. When Dr. Proenza was the first president to feel comfortable discussing marketing and increasing market share. As a result, the first major TV campaign was produced. A handout from a 2005 presentation was distributed which depicted the sales units and target audiences in a matrix format.	
<b>CONCLUSIONS</b>	The committee should have the opportunity to review the STAMATS research report if possible.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Obtain a copy of the STAMATS research report if available.	Eileen Korey	Next meeting

3:30 – 3:45 P.M.

INTERNAL COMMUNICATIONS

ROBERT KROPFF, DIRECTOR OF  
INTERNAL COMMUNICATIONS

<b>DISCUSSION</b>	Goal: To build understanding across campus about University initiatives and challenges, and to engage in two-way communication with groups important to our success so that we adapt mutually, for the benefit of all. Mr. Kropff reviewed the methods used to communicate. Two-way communication for faculty and staff via: email, web, face-to-face (example: campus forums), direct (intercept employees), social media, text messaging (safety only), posters and print. Two-way communication with students via: email, web, face-to-face, social media, direct, text messaging, posters, advertising, public service announcements on WZIP, notes in statements, table tents, print. University Council will be a big tool to effect communication. A handout was distributed which provided more detail related to the communication tools used by Internal Communications area, as well as providing the improvements made since the 2003 Communications Audit. The website is generally used as a marketing tool. The intranet site (through Zipline) is used for students, faculty and staff.	
<b>CONCLUSIONS</b>	Research needs to be conducted to determine how much money is being spent across campus in an attempt to communicate. Serious consideration needs to be given to marshaling resources and developing a centralized effort directed to an effective communications plan. Additional people from Institutional Marketing should be invited to speak at the next meeting.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Identify and invite guests from Institutional Marketing – possibly Lori Meek regarding Advertising.	Kim Gentile	Next meeting

<b>OBSERVERS</b>	Cindy Gessel
<b>RESOURCE PERSONS</b>	Paul Herold and Robert Kropff
<b>SPECIAL NOTES</b>	