

# Meeting

## MINUTES

DECEMBER 14, 2012

1:30 P.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Web Updates and Communications Survey
FACILITATOR	Kim Gentile
NOTE TAKER	Cindy Gessel
ATTENDEES	Bill Baker, Enoch Damson, Kim Gentile, Wayne Hill (by phone), Justin Orashan, Neal Raber, Steve Sedlock, Jeanne Semilia, Chris Serio, Stan Silverman, Mike Szczukowski

## Agenda topics

**1:30** **APPROVAL OF MINUTES** **KIM GENTILE**

DISCUSSION	The minutes of the meeting held on November 2, 2012 were reviewed and approved as submitted.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

**1:35** **WEB PRESENTATION** **BOB KROPFF AND TERRA MILO**

DISCUSSION	<p>Bob Kropff and Terra Milo provided an overview of the website updates that had been completed or are in the process of being done including the webpages for Admissions, Honors, CBA, Nursing and Engineering. College home pages use common templates which provides website continuity.</p> <p>An overview for social media was also discussed, including ways in which students are involved. Social media encourages two-way conversation. Although Kent State has a larger following (37K+), UA is growing at a larger rate of 3% compared to KSU's 1% a month.</p> <p>Social media guidelines are being updated and, once approved, a meeting will be scheduled with all social media managers to disseminate the new guidelines.</p>	
CONCLUSIONS	There is a need for additional staff to take advantage of the social media exposure the University could gain through a social media plan.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

**2:00****UPDATE ON UA POCKET FACTS PROJECT****WAYNE HILL**

DISCUSSION	Hill reported that the UA pocket facts is in the process of being printed.		
CONCLUSIONS			
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE

**2:05****COMMUNICATIONS SURVEY****STEVE SEDLOCK**

DISCUSSION	The third draft was reviewed and it was determined to remove the last section. Full time administrators will also be added. Final revisions will be made.	
CONCLUSIONS	Once the revisions have been made, Eileen Korey and Wayne Hill will review/approve.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Following approvals the survey will be disseminated to campus in the spring.	Steve Sedlock	Early spring semester (mid January)

**2:20****NAME CHANGE FOR INSTITUTIONAL MARKETING****WAYNE HILL**

DISCUSSION	A student assistant from institutional marketing surveyed department names at other institutions.	
The publication is being updated with current data.		
CONCLUSIONS	Wayne Hill will provide the results of the survey that the student assistant prepared. Following discussion Hill will discuss the recommendations with Ted Mallo with the expectation that the name change recommendation will be presented to the full University Council.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Hill will bring the survey results to the next meeting.	Wayne Hill	January meeting

**2:30****UNIVERSITY COUNCIL BYLAWS****STEVE SEDLOCK**

DISCUSSION	There are discussions to possibly revise the UC bylaws to remove the VP voting privilege at the committee level. Discussion regarding this issue will take place at the January 8 University Council meeting.		
CONCLUSIONS	Until a decision is made to the contrary, the bylaws will remain as is for now: the Provost is on the steering Committee and has voting privileges; the VPs on the standing committee will retain voting privileges.		
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE

**2:45****STANDARD UA BUSINESS CARD****KIM GENTILE**

DISCUSSION	The University Council Steering Committee recommended that the Communications Committee pursue discussion and action related to establishing a standard UA business card.	
Currently there are three standard templates which are on the UA website as part of the Printing Services webpage, although there are other variations. It was noted that there will probably be push back if the University decides to use only one standard business card.		
It was noted that any changes made will involve the campus community in the process.		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Mike Szczukowski will share data of the most popular at the next meeting. He will bring samples of the ones used by Athletics and samples of the regular cards.	Mike Szczukowski	January meeting

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