

Communications Committee

MINUTES

AUGUST 30, 2012

1:00 P.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Survey to Campus Community and Communication/Marketing Plan
FACILITATOR	Kim Gentile and Steve Sedlock
NOTE TAKER	Mike Szczukowski and Cindy Gessel
ATTENDEES	William Baker, Kim Gentile, Wayne Hill, Eileen Korey, Steve Sedlock, Jeanne Semilia, Stan Silverman, Mike Szczukowski and Deb Wilhite.

Agenda topics

1:00 – 1:05

CALL TO ORDER – APPROVAL OF MINUTES OF
MAY 7, 2012 MEETING

KIM GENTILE

DISCUSSION	Motion made by Mike Szczukowski, and seconded by Steve Sedlock, to table review of the minutes until the next meeting was passed unanimously.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

1:05 – 1:10 P.M.

MEMBERSHIP OF COMMITTEE

KIM GENTILE

DISCUSSION	Gentile advised that Chris Opoku-Agyeman had been appointed to the committee as a GSG designee. An individual will be appointed to represent the USG.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

1:10 – 1:40

SURVEY TO CAMPUS COMMUNITY

KIM GENTILE AND STEVE SEDLOCK

DISCUSSION	Work is being done on crafting a survey to the campus community. Several questions were reviewed and discussed. The overarching goal is to learn how best to communicate with members of the campus community (students, faculty, staff).		
Discussion took place regarding incentives that could be given to encourage participation in the survey.			
It was recommended that the draft questions be presented at targeted group meetings (SEAC, CPAC, faculty) to solicit guidance regarding the survey questions.			
CONCLUSIONS	The questions will be vetted by the campus groups prior to releasing the survey.		
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE
Coordinate with Becky Hoover before releasing the survey regarding potential incentives.			
Sedlock, Baker and Silverman will take the questions to the different group meetings. Szczukowski and Semilia will provide the next meeting dates for CPAC and SEAC.		Sedlock, Baker, Silverman, Szczukowski, and Semilia	

1:40 – 2:15 P.M.

COMMUNICATION/MARKETING PLAN

WAYNE HILL AND EILEEN KOREY

DISCUSSION	Hill and Korey distributed the Communication/Marketing plan. The most recent College Board results showed a little slip in some areas.	
Research indicated: (1) the money spent on ad campaigns indicated that other institutions are expending 2 ½ to 3 times the amount invested by UA; (2) other institutions (ex.: University of Toledo, Cleveland State University) are moving more into UA's market; (3) UA's expenditure is flat or down; (4) need to diversify messaging and marketing/media; (5) publications need to be consistent on brand; (6) staffing at other institutions is 2 1/2 /3 to 1 compared to UA's.		
Media relations area is changing its focus to external. Marketing and admissions are working more together.		
ADDITIONAL DISCUSSION	Research project – Surveying high school seniors in Summit County, large portion of northeast Ohio and central Ohio. It is a telephone survey and begins next week for one month.	
Research indicates that the website is very important. If someone has a poor experience with a website they will drop the institution from their prospective list. We need something on the web that shows the campus. The plan is to use the video in a more robust way.		
We have not made significant progress with personal videos and URLs for one-to-one marketing. They will be utilizing personalized move-in day printed materials.		
The Institutional Marketing Department has limited resources and has to prioritize – which marketing tool will have the most impact.		
With respect to social media, the IM Department is hiring better-equipped student assistants to provide a stronger social media emphasis.		
CONCLUSIONS	Committee members should continue to provide feedback regarding the strengths and weaknesses of communication efforts.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Hill will share the data on the summer campaign with the committee members.	Wayne Hill	
Gentile will give rights to the admissions Sharepoint site so that committee members could review the Admissions presentation.	Kim Gentile	

2:15 – 2:20 P.M.

POCKET FACTS PUBLICATION

KIM GENTILE

DISCUSSION	The Pocket Facts publication was discussed and ideas were suggested as to how it should be distributed. It was suggested that every new employee should receive one.
CONCLUSIONS	

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

2:20 – 2:30 PM

UPDATE ON CURRENT CAMPUS INITIATIVES

KIM GENTILE

DISCUSSION	A calendar of events was distributed.	
Roo Crew Initiative: A collaboration that includes Jim Tressel and alumni. It will address recruitment, retention and job placement and will include admissions, the colleges, the Career Center. 388 alumni have completed responses indicating their willingness to help with mock interviews, coop/internships, etc.		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Steve Sedlock will distribute the survey.		

2:30 PM

ADJOURNMENT

KIM GENTILE

DISCUSSION		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Motion to adjourn was made by Szczukowski, seconded by Baker, and passed unanimously.		

OBSERVERS	
RESOURCE PERSONS	Cindy Gessel
SPECIAL NOTES	