

# COMMUNICATIONS COMMITTEE

## MINUTES

JANUARY 30, 2012

1:00 P.M.

<b>MEETING CALLED BY</b>	Kim Gentile
<b>TYPE OF MEETING</b>	Overview of University Council
<b>FACILITATORS</b>	Kim Gentile, Wayne Hill and Eileen Korey
<b>NOTE TAKER</b>	Mike Szczukowski
<b>ATTENDEES</b>	William Baker, Enoch Damson, Kim Gentile, Wayne Hill, Eileen Korey, Zachariah Lowe, Justin Orashan, Steve Sedlock, James Shuster, Stan Silverman, Mike Szczukowski, Cassie Verardi and Deborah Wilhite. Guests: Tim Lillie, Chair of the University Council and Kent Marsden, Vice Chair of the University Council

### Agenda topics

1:00 – 1:05

WELCOME

KIM GENTILE

<b>DISCUSSION</b>		
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

1:05 – 1:10

REVIEW/APPROVAL OF DECEMBER 14, 2011  
MINUTES

KIM GENTILE

<b>DISCUSSION</b>	The minutes were reviewed.	
<b>CONCLUSIONS</b>	The minutes were approved.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

<b>DISCUSSION</b>	Dr. Tim Lillie and Mr. Kent Marsden were introduced and led the discussion related to the overview of the University Council.	
<b>CONCLUSIONS</b>	<ul style="list-style-type: none"> <li>• Steering committee still needs to update the white paper in order to clarify functions of the group and terms of office served by each committee member (calendar or academic year).</li> <li>• Steering Committee needs to create a matrix to keep track of all seats on UC</li> <li>• Need information as to how long each Communications Committee member is to serve</li> <li>• University Council roster needs to be forwarded to Gentile</li> <li>• Committee can be ambassadors for Vision 2020</li> </ul>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Gentile will provide a copy of the University Council 'white paper' document.	Kim Gentile	2-27-12
Members of the Committee will provide Gentile with their terms of office.	All	2-27-12

2:00

MOTION TO ADJOURN

KIM GENTILE

<b>DISCUSSION</b>		
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Szczukowski made a motion to adjourn. Silverman seconded the motion.		

<b>OBSERVERS</b>	Dr. Tim Lillie and Mr. Kent Marsden
<b>RESOURCE PERSONS</b>	
<b>SPECIAL NOTES</b>	Next meeting: February 27, 2012. Dr. William Baker will present on Marketing 101.

# Communications Committee Meeting

## MINUTES

FEBRUARY 27, 2012 1:00 P.M.

COMMUNICATIONS COMMITTEE

<b>MEETING CALLED BY</b>	Kim Gentile
<b>TYPE OF MEETING</b>	Regular monthly meeting focused on Marketing
<b>FACILITATOR</b>	Dr. William Baker
<b>NOTE TAKER</b>	Mike Szczukowski and Cindy Gessel
<b>ATTENDEES</b>	William Baker, Kim Gentile, Eileen Korey, Justin Orashan, Steve Sedlock, Jeanne Semilia, Stan Silverman, Mike Szczukowski, Cassie Verardi, Deb Wilhite

### Agenda topics

1:00 – 1:05 P.M. WELCOME AND INTRODUCTION KIM GENTILE

<b>DISCUSSION</b>	Mr. James Shuster resigned from the Committee. He was a SEAC representative.	
<b>CONCLUSIONS</b>	Ms. Jeanne Semilia has been appointed to the Committee as Mr. Shuster's replacement.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

1:05 – 1:10 P.M. REVIEW/APPROVAL OF JANUARY 30, 2012 MEETING MINUTES KIM GENTILE

<b>DISCUSSION</b>	Attendees were invited to advise of needed changes, but none were noted.	
<b>CONCLUSIONS</b>	Stan Silverman moved to accept the minutes; Steve Sedlock seconded the motion. Members of the committee voted to approve the minutes as presented.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

1:10 – 1:50 P.M. MARKETING 101 BRIEF DR. WILLIAM BAKER

<b>DISCUSSION</b>	Dr. Baker presented an overview of marketing as it relates to building a brand. His remarks included focused attention on the components of building a brand: the essence of strategic marketing, the means to achieve strategic objectives, brand and brand equity, elements of brand equity, identity based obstacles to brand equity, the difficulty of building an independent brand identity, the strength of brand identity, brand equity and relative advantage.
	Dr. Baker's presentation expanded upon the elements of each of the components and are part of the attached PowerPoint presentation distributed to the committee after the meeting and attached hereto.

<b>CONCLUSIONS</b>	A general understanding of what constitutes marketing and building a brand is important for the committee members to have in order to fulfill its mission as a committee of the University Council.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Dr. Baker will continue and conclude his presentation at the March 26 meeting of the Committee.	Dr. William Baker	March 26, 2012

1:55 – 2:00 P.M.

**BALANCE OF AGENDA ITEMS**

**KIM GENTILE**

<b>DISCUSSION</b>	The vice chair position, term of appointment, and formation of a subcommittee for review of Appendix B5 was postponed to the March 26, 2012 meeting.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

2:00 P.M.

**ADJOURNMENT**

**KIM GENTILE**

<b>DISCUSSION</b>	Dr. William Baker made a motion to adjourn the meeting, which was seconded by Mike Szczukowski. The motion was passed unanimously by the Committee.	
<b>CONCLUSIONS</b>	The next meeting of the Committee is Monday, March 26, 2012 at 1:00 p.m.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

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

# [Meeting]

## MINUTES

MAY 7, 2012

1:00 P.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Election of Vice Chair and SWOT Analysis
FACILITATOR	Kim Gentile and Dr. William Baker
NOTE TAKER	Mike Szczukowski and Cindy Gessel
ATTENDEES	William Baker, Enoch Damson, Kim Gentile, Wayne Hill, Eileen Korey, Zachariah Lowe, Justin Orashan, Steve Sedlock, Jeanne Semilia, Stan Silverman, Mike Szczukowski, Cassie Verardi, Deborah Wilhite

### Agenda topics

1:00 – 1:05

REVIEW/APPROVAL OF MARCH 27, 2012  
MINUTES

KIM GENTILE

DISCUSSION	WERE THE MINUTES APPROVED AS SUBMITTED?	
CONCLUSIONS	WHO MADE THE MOTION; WHO WAS THE SECOND?	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

1:05 – 1:15

TERMS OF SERVICE DOCUMENT

KIM GENTILE

DISCUSSION	WHAT WAS DISCUSSED?	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

1:15 – 1:20

ELECTION OF VICE CHAIR

KIM GENTILE

<b>DISCUSSION</b>	Discussion took place regarding the need to select a vice chair.	
<b>CONCLUSIONS</b>	After a review of potential candidates, the committee members selected Mr. Steve Sedlock to serve as vice chair.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

1:20 – 1:45

REVIEW APPENDIX B5 TO THE GOVERNING DOCUMENT

KIM GENTILE

<b>DISCUSSION</b>	After much discussion regarding Appendix B5 with respect to the responsibilities of the committee, it was agreed that the committee would submit the following recommendations to the UC Steering Committee for its review:	
	<ul style="list-style-type: none"> <li>• Assess and make recommendations regarding the University's internal/external communication strategies and practices.</li> <li>• Provide/receive continuing feedback to/from University Council on systemic communication issues.</li> <li>• Track issues that have a direct institution-wide impact and recommend action as appropriate.</li> <li>• Gather feedback from the constituents that each committee member represents and bring attention to issues for consideration by the whole committee.</li> </ul>	
<b>CONCLUSIONS</b>	If the Steering Committee approves the recommended list of responsibilities of the Committee, Appendix B5 will be revised accordingly.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

1:45 – 2:00

SWOT ANALYSIS

[PRESENTER]

<b>DISCUSSION</b>	The committee discussed conducting a SWOT analysis of the Committee's responsibilities and work.	
<b>CONCLUSIONS</b>	The members of the Communication Committee will use the high points of Vision 2020 as a framework for determining strengths and weaknesses of our current communication strategies. For example, committee members will connect with their constituents to find out how they learn about issues (Vision 2020, Akron Experience, Enrollment policy modifications, etc.) on campus and how they prefer to be informed/modes of communication. When something happens at The University of Akron, how do you want to learn about it.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>


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

**The University of Akron**  
**University Council Meeting – Tuesday, May 8, 2012**  
**Communications Committee Report**

- 1) The Communications Committee reviewed Appendix B5 in the University Council White Paper and recommends to redefine our responsibilities as:
  - Assess and make recommendations regarding the University’s internal/external communication strategies and practices.
  - Provide/receive continuing feedback to/from University Council on systemic communication issues.
  - Track issues that have a direct institution-wide impact and recommend action as appropriate.
  - Gather feedback from the constituents that each committee member represents and bring attention to issues for consideration by the whole committee.

We will be submitting this recommendation to the steering committee for their review.

- 2) The members of the Communication Committee will use the high points of Vision 2020 as a framework for determining strengths and weaknesses of our current communication strategies. For example, committee members will connect with their constituents to find out how they learn about issues (Vision 2020, Akron Experience, Enrollment policy modifications, etc.) on campus and how they prefer to be informed/modes of communication. When something happens at The University of Akron, how do you want to learn about it.
- 3) We are inviting Bob Kropff to the next meeting to provide information on the background of the current status of the Web.

**The University of Akron**  
**University Council Meeting – Tuesday, June 12, 2012**  
**Communications Committee Report**

Summer Initiatives

- Access constituents on campus – faculty, classified staff, contract professionals, undergraduate and graduate students – to learn how they currently learn about things on campus and what method of communication do they prefer. Schedule meeting with Bob Kropff to discuss further.

Fall Initiatives

- Strategic Plan – Determine status of the strategic plan, next steps and role of the Communications Committee based on review of the plan.
- Google analytics – Invite Bob Kropff and Brad Rice to committee meeting to discuss this tool for measurement on how people use/navigate the Web. Determine the role that this committee should have/could have regarding modifications to the Web.
- UA Fact Sheet – Develop UA Fact Sheet to share with all UA employees and students. The form could be in an electronic and print format. The goal is for employees to know general information about the University so that they can feel empowered to be ambassadors for UA.

Spring Initiatives

- Discuss developing standard business card and e-mail signature for UA employees.
- Assemble an “Ambassadors for UA” group

# Communications Committee

## MINUTES

AUGUST 30, 2012

1:00 P.M.

COMMUNICATIONS COMMITTEE

<b>MEETING CALLED BY</b>	Kim Gentile
<b>TYPE OF MEETING</b>	Survey to Campus Community and Communication/Marketing Plan
<b>FACILITATOR</b>	Kim Gentile and Steve Sedlock
<b>NOTE TAKER</b>	Mike Szczukowski and Cindy Gessel
<b>ATTENDEES</b>	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

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

1:05 – 1:10 P.M.

MEMBERSHIP OF COMMITTEE

KIM GENTILE

<b>DISCUSSION</b>	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.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

1:10 – 1:40

SURVEY TO CAMPUS COMMUNITY

KIM GENTILE AND STEVE SEDLOCK

<b>DISCUSSION</b>	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.	
<b>CONCLUSIONS</b>	The questions will be vetted by the campus groups prior to releasing the survey.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
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

<b>DISCUSSION</b>	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.	
<b>ADDITIONAL DISCUSSION</b>	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.	
<b>CONCLUSIONS</b>	Committee members should continue to provide feedback regarding the strengths and weaknesses of communication efforts.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
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

<b>DISCUSSION</b>	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.	
<b>CONCLUSIONS</b>		

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

2:20 – 2:30 PM

UPDATE ON CURRENT CAMPUS INITIATIVES

KIM GENTILE

<b>DISCUSSION</b> 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.		
<b>CONCLUSIONS</b>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Steve Sedlock will distribute the survey.		

2:30 PM

ADJOURNMENT

KIM GENTILE

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

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

**The University of Akron**  
**University Council Meeting – Tuesday, Sept. 11, 2012**  
**Communications Committee Report**

Membership of Communications Committee

- Need to assign an undergraduate student to the committee

Survey Campus Community

- Access constituents on campus – faculty, classified staff, contract professionals, undergraduate and graduate students
  - Process of developing tool
  - Provide information consumption habits; where do UA employees/students get their information; method they prefer to get information; time taken to review information; option to provide their feedback regarding what other campuses are implementing; etc.

Department of Institutional Marketing and Communications Strategic Plan Alignment to Vision 2020

- Submitted to UA Senior Leadership Team
- Reviewed at last Communications Committee meeting
- Prioritize initiatives that will have the greatest impact

Pocket Facts Publication

- Share with campus community
- Include with new employee initiatives

Update on Current Campus Initiatives

- Added to agenda for each meeting

**The University of Akron  
University Council Meeting – Tuesday, Oct. 2, 2012  
Communications Committee Report**

**Membership of Communications Committee**

- Need to assign an undergraduate student to the committee

**Survey Campus Community – Preferred Communication Assessment**

- Access constituents on campus – faculty, classified staff, contract professionals, undergraduate and graduate students
  - Process of developing survey tool

**Pocket Facts Publication**

- Provide copy to all full-time and part-time employees; approximately 5,445 total people
  - Securing cost information from Institutional Marketing
- Include with new employee initiatives

**Update on Current Campus Initiatives**

- Our shared responsibility to report any form of harassment (information from E-mail Digest)
- Homecoming Activities – [www.uakron.edu/homecoming](http://www.uakron.edu/homecoming)
- Summit County College Day on Sunday, Oct. 7, 2012, in the Student Union, Ballrooms from 1:30 to 3 p.m. There will be more than 100 colleges and universities in attendance. High school students and their families should plan to attend.

# Meeting

## MINUTES

NOVEMBER 2, 2012 1:30 PM

COMMUNICATIONS COMMITTEE

<b>MEETING CALLED BY</b>	Kim Gentile
<b>TYPE OF MEETING</b>	UA Pocket Facts and UC Bylaws
<b>FACILITATOR</b>	Kim Gentile
<b>NOTE TAKER</b>	Mike Szczukowski
<b>ATTENDEES</b>	Enoch Damson, Kim Gentile, Wayne Hill, Eileen Korey, Justin Orashan, Neal Raber, Steve Sedlock, Christopher Serio, Mike Szczukowski

### Agenda topics

1:30 P.M. CALL TO ORDER AND APPROVAL OF MINUTES KIM GENTILE

<b>DISCUSSION</b>	Minutes from the October 12, 2012 meeting were reviewed.	
<b>CONCLUSIONS</b>	Motion was made, seconded and unanimously passed to approve the meeting minutes of October 12, 2012.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

1:35 P.M. UPDATE ON UA POCKET FACTS PROJECT WAYNE HILL

<b>DISCUSSION</b>	The Pocket Facts booklet will be updated with the information from 2012. The booklet will be going to the printer in the very near future.	
	Full-time and part-time employees, as well as retirees, will receive a copy of the booklet.	
	The booklet will also be put online.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

1:40 P.M. COMMUNICATION SURVEY STEVE SEDLOCK

<b>DISCUSSION</b>	The Communication survey was put on Sharepoint. Sedlock will meet with Dr. Bill Baker to re-draft. It should be distributed after the winter break.	
	Individuals provided feedback through the Sharepoint site. Sedlock will re-post it after the survey has been updated for the purpose of receiving additional input.	
	Once the survey is final the committee will let leadership know. The results will be posted via several ways, including Zipmail, email digest, and other media. It was noted that Zipmail can be awkward, but the results will be posted as a single Zipmail.	
<b>CONCLUSIONS</b>	Sedlock will meet with Baker.	

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Meeting will take place between Sedlock and Baker to re-draft the survey.	Sedlock is responsible for scheduling the meeting.	Next meeting
Redrafted survey will be posted to Sharepoint for the purpose of soliciting additional feedback.	Sedlock will post the survey.	Next meeting

2:00 P.M. UPDATE ON GEORGY COHEN, COMMUNICATIONS CONSULTANT EILEEN KOREY

<b>DISCUSSION</b>	Eileen Korey and Wayne Hill will be receiving the deliverable from Ms. Cohen by the end of next week.	
Korey suggested that Bob Kropff and Terra Milo be invited to give the presentation regarding the UA website that was presented to the senior leadership team. Gentile will invite them to the next meeting.		
<b>CONCLUSIONS</b>	Gentile will invite Kropff and Milo to next meeting to give presentation.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Gentile will invite Kropff and Milo to the next meeting.	Gentile	Next meeting

2:15 NAME CHANGE FOR INSTITUTIONAL MARKETING WAYNE HILL

<b>DISCUSSION</b>	The name of the department is controlled by University rules. There is a proposal to change the UA rule related to the Public Affairs department. This will offer an opportunity to change IM's department name.	
Two names being considered: Marketing and Communication <b>OR</b> Communication and Marketing.		
Hill and Korey will be presenting to the UA board committees. The name change needs to be discussed at this committee level and endorsed by the members. Members are invited to submit name suggestions.		
<b>CONCLUSIONS</b>	The committee, Wayne Hill and Eileen Korey will continue the discussion of proposing a name change for the Institutional Marketing department.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Members are to forward suggested department names to Hill and Korey.	All members.	Ongoing

2:25 P.M. UNIVERSITY COUNCIL BYLAWS KIM GENTILE AND STEVE SEDLOCK

<b>DISCUSSION</b>	A copy of the proposed revised University Council bylaws was distributed and discussed. It was determined by the committee that Section (v) on page 11 and entitled 'Communications committee' needs to be reworded. Steve Sedlock will provide the new language.	
On page 11, Section (ix) and entitled 'Public affairs and development committee': the term 'public relations' needs to be removed from this section.		
Suggested changes and feedback need to be submitted to the University Council before November 21, 2012.		
<b>CONCLUSIONS</b>	The few suggested changes will be submitted to the University Council.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
The section regarding the Communications Committee will be reworded.	Steve Sedlock	Nov. 21, 2012
It will be recommended that the term 'public relations' be removed from the descriptive paragraph regarding the Public Affairs and Development Committee.	Steve Sedlock	Nov. 21, 2012

<b>DISCUSSION</b>	Two goals have been identified by the University Council for this committee: (1) Review the Communications and Marketing Strategic Plan and discuss roles; and (2) Discuss the development of an email signature and business card design.	
	There was discussion that the rules need to reflect that Institutional Marketing has the authority to design/approve the business card templates. It was expressed that there needs to be a brand standard for the business cards.	
	There was also discussion that there is a connection between social media and brand dilution because the social media method of UA's communication (both internal and external) is decentralized.	
<b>CONCLUSIONS</b>	There needs to be a business card template designed. Further discussion will take place at the next meeting.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

<b>DISCUSSION</b>	The President's report to the community is ready. The website that has been designed is excellent.	
	Neal Raber did some research regarding the Email Digest and the method of distribution to retirees. Some retirees knew to contact Kropff or Joette Dignan Weir to be included on the list. HR can provide an Excel spreadsheet of the retirees. It was suggested that the retirees receive an email inquiring if they would like to receive the Email Digest.	
	Alumni can opt in to receive the Email Digest. They can also access it online through the UA website.	
<b>CONCLUSIONS</b>	The retirees need to be contacted regarding the Email Digest.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Obtain a copy of the retiree spreadsheet.	Cindy Gessel	Next meeting

<b>CONCLUSIONS</b>	Motion to adjourn was made, seconded and passed unanimously by the members.	
<b>OBSERVERS</b>		
<b>RESOURCE PERSONS</b>	Cindy Gessel	
<b>SPECIAL NOTES</b>		

**The University of Akron  
University Council Meeting – Tuesday, Nov. 13, 2012  
Communications Committee Report**

**Membership of Communications Committee**

- Undergraduate and graduate students have been assigned to the committee.

**Survey Campus Community – Preferred Communication Assessment**

- Access constituents on campus – faculty, classified staff, contract professionals, undergraduate and graduate students
  - Draft of survey tool has been developed; thank you to Steve Sedlock
  - Process of modifying survey tool
  - The goal is to submit survey to campus community during the spring semester

**Pocket Facts Publication**

- Provide copy to all full-time and part-time employees; approximately 5,445 total people
  - Institutional Marketing is in the process of updating this publication
- Include with new employee initiatives

**Standard Business Card**

- Began discussions on implementing a standard business card for University employees
- Will have more to report at next meeting

**Committee Goals**

- Reviewed the status of the committee goals that we submitted to University Council

**University Council Bylaws**

- Reviewed the University Council Bylaws and will submit feedback by Nov. 21, 2012

# 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	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.	
	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.	
	Social media guidelines are being updated and, once approved, a meeting will be scheduled with all social media managers to disseminate the new guidelines.	
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**

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

2:05

**COMMUNICATIONS SURVEY**

**STEVE SEDLOCK**

<b>DISCUSSION</b>	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.	
<b>CONCLUSIONS</b>	Once the revisions have been made, Eileen Korey and Wayne Hill will review/approve.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
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**

<b>DISCUSSION</b>	A student assistant from institutional marketing surveyed department names at other institutions.	
The publication is being updated with current data.		
<b>CONCLUSIONS</b>	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.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Hill will bring the survey results to the next meeting.	Wayne Hill	January meeting

2:30

UNIVERSITY COUNCIL BYLAWS

STEVE SEDLOCK

<b>DISCUSSION</b>	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.	
<b>CONCLUSIONS</b>	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.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

2:45

STANDARD UA BUSINESS CARD

KIM GENTILE

<b>DISCUSSION</b>	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.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
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>	