

## **University Council Meeting – May 14, 2013**

### **Communications Committee**

#### **Institutional Marketing Department to University Communications & Marketing**

The Board of Trustees approved changing the name of the department from Institutional Marketing to University Communications & Marketing. Thank you for your support.

#### **Communications Survey**

- Survey was submitted to UA employees (faculty, staff, contract professionals) and students (undergraduate and graduate) – Various distribution methods were implemented
- Provided information and served as a baseline
- Response rate: 10% of employees (faculty, staff, contract professionals) and .3% of students (undergraduate and graduate)
- Employees rely on E-mail Digest for UA news and events
- The UA homepage is a strong provider of knowledge; there is a need to enhance the other layers
- Digital divide between employees and students
- We will post a PP to the SharePoint site that provides a more in-depth overview of the findings

#### **Standard UA Business Card**

- Recommendation from the Communications Committee that the business cards for UA employees need to be more consistent from a brand standard and policy
- Reviewed four proofs of business cards; discussion regarding layout and content for front and back of business card
- Committee will review additional proofs at the meeting in June
- Next steps will include sharing proofs of the business cards with University Council and engaging the campus community

#### **Institutional Effectiveness, Efficiency and Productivity Committee on Communications and Marketing**

- Eileen Korey and Wayne Hill have engaged the UC Communications Committee in the discussions surrounding this committee
- Priorities and membership of committees can be found at <http://www.uakron.edu/budget/committees.dot>.
- Committees have been asked to provide a report by the end of May

#### **Committee Membership**

- We would like to recognize Steve Sedlock, Mike Szczukowski, Bryan Dennis and Justin Orashan for their time, commitment and work on the Communications Committee
- The committee will welcome it's new members at the meeting in June