

Meeting

MINUTES

SEPTEMBER 16, 2013 2:30 P.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Election of Committee Chair and Effectiveness Initiative
FACILITATOR	Kim Gentile
NOTE TAKER	Cindy Gessel
ATTENDEES	William Baker, Marissa Blewitt, Kim Gentile, Wayne Hill, Eileen Korey, Neal Raber, Scott Roberts, Christopher Serio, Jeanne Semilia, Stan Silverman, and Deborah Wilhite

Agenda topics

2:30 P.M. APPROVAL OF MINUTES KIM GENTILE

DISCUSSION	The minutes of the meeting held on June 5, 2013 were reviewed and approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

2:35 P.M. INTRODUCTION OF NEW MEMBER KIM GENTILE

DISCUSSION	Christine Culbertson has been appointed to the Committee as a representative of GSG.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

2:40 P.M. ELECTION OF OFFICERS KIM GENTILE

DISCUSSION	Enoch Damson, who was elected chair of the committee at the last meeting, has stepped down due to being appointed a department chair in Summit College. Members of the committee who are eligible to serve as chair were asked to consider being nominated.		
The election will take place at the October meeting.			
CONCLUSIONS			
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE
The October 2013 agenda will reflect the election of the new chair.		Gentile	

2:45 P.M. STANDARD UA BUSINESS CARD WAYNE HILL

DISCUSSION	Discussion took place regarding the sample business cards reviewed at previous meeting.		
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The sample cards reflecting the four samples provided, as well as the three options for the reverse side (blank, UA vision, info in a foreign language), were presented to the Provost, VPs and Deans for consideration. Rather than replacing all cards simultaneously, the replacement of cards will take place as the supply is depleted.

A review of the business cards for the Institutes and Centers will take place. The hope is that there will be one general design template, but for these units there will still be uniqueness in their business card design.

CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Wayne Hill will pursue a review of the business cards for the Institutes and Centers.	Hill	

3:00 P.M. EFFECTIVENESS INITIATIVE FOR COMMUNICATIONS AND MARKETING EILEEN KOREY AND WAYNE HILL

DISCUSSION	The effectiveness report was presented to the Deans.	
The work of the team included looking at structures at competing institutions. A hybrid structure provided either a dotted line reporting to the communications and marketing department or the employees reported to the department with a dotted line reporting to the deans.		
There is a need for more coordinated purchasing, i.e., ordering pens.		
A follow-up meeting with the Provost has been scheduled within the next week.		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Following the meeting with the Provost an update will be provided at the next Committee meeting.	Korey/Hill	

3:10 P.M. NEW BUSINESS SEVERAL MEMBERS

DISCUSSION	Korey reported: (1)There is a plan to produce the Email Digest daily. It will be timely, shorter, crisper and include sports updates. (2) With the addition of Jessica Bixby, social media specialist, there is more social media activity and monitoring. (3) The School of Communication is collaborating with the Taylor Institute to provide a social media lab. (4) The home page of the UA website has been formatted to make it easier to find sports updates.		
	Gentile distributed new recruitment materials designed by University Communications & Marketing. The materials included a view book, 'rave reviews' piece, and the events brochure.		
	Hill reported that there has been an effort by University Communications & Marketing, with help from Admissions, to focus on new student recruitment. Royall has been engaged to improve direct marketing to high school students. The mailings have been expanded and the materials have been coordinated with the messaging. Advertising will also take place in October. The academic profile is improved with the incoming class.		
	Korey reiterated the need to receive feedback regarding if the institution is effectively communicating to constituents. This will be a big year related to presidential transition.		
	Korey advised that the committee members will be receiving produced videos – please provide feedback on dissemination. It was also suggested that radio, through Phil Hoffman, be utilized.		
	CONCLUSIONS		
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE
Members need to provide feedback regarding the video dissemination.		All	

3:30 ADJOURNMENT KIM GENTILE

The meeting adjourned at 3:30 p.m.		
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