

The University of Akron
University Council Meeting – Tuesday, Feb. 12, 2013
Communications Committee Report

Communication Survey

- Access how constituents (faculty, classified staff, contract professionals, undergraduate and graduate students) retrieve information about UA news and events
 - Survey has been developed
 - Submit survey to campus community during the spring semester

Name Change of Institutional Marketing Department

- Discussed the responsibilities within the Institutional Marketing Department (marketing and communication)
- Reviewed benchmarking information – Names of MAC conference schools communications and marketing departments
- Recommendation from Communications Committee to change name of Institutional Marketing to University Communications and Marketing

Institutional Marketing Presentation to Board of Trustees

- Eileen Kory and Wayne Hill presented to the BOT in January.
- Focus on responsibilities within the department; marketing and communication are separate but collaborate on executive communications, issues management and crisis communications; initiatives being implemented-research, web and digital communication, engaging audiences, etc; issues and challenges; initiatives moving forward; ongoing and sustained plan

Standard Business Card

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

Next meeting in February:

- Update on feedback from social media consultant

Meeting

MINUTES

FEBRUARY 25, 2013 9:30 A.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Feedback from Social Media Consultant and Effectiveness Initiative
FACILITATOR	Kim Gentile
NOTE TAKER	Cindy Gessel
ATTENDEES	William Baker, Enoch Damson, Bryan Dennis, Kim Gentile, Wayne Hill, Eileen Korey, Justin Orashan, Neal Raber, Jeanne Semilia, Stan Silverman, Mike Szczukowski

Agenda topics

9:30 A.M. APPROVAL OF MINUTES KIM GENTILE

DISCUSSION	The minutes of the meeting held on January 28, 2013 were reviewed and approved as submitted.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

9:35 A.M. COMMUNICATIONS SURVEY KIM GENTILE

DISCUSSION	Gentile provided an update in Steve Sedlock's absence. The survey is ready to be distributed. Sedlock will coordinate the dissemination through My Akron, the faculty/staff webpage, current student groups, edigest, special Zipmail, Org Sync, Springboard, CPAC, GSG, Faculty Senate, Deans and VPs.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Survey will be disseminated through the channels identified.	Steve Sedlock	One week

9:45

INSTITUTIONAL MARKETING NAME CHANGE

WAYNE HILL

DISCUSSION	Wayne Hill and Eileen Korey need to draft a letter to the Office of Academic Affairs stating why the name is changing and noting there is no new/additional cost to the University. Julie Burdick, the OAA Board liaison, will inform the Provost and with his approval, it will be presented to the UA Board of Trustees.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Hill and Korey will draft the letter.	Wayne Hill and Eileen Korey	

9:50 A.M.

UA BUSINESS CARDS

**WAYNE HILL AND
MIKE SZCZUKOWSKI**

DISCUSSION	Mike Szczukowski distributed samples of cards currently in use. Only three of those versions are formally approved. It was discussed that consideration should be given to implementing a policy that, as cards run out, only approved formats be offered for replacement.	
	Mike Szczukowski is going to conduct a cost analysis comparing the services provided by Printing Services with the services provided by outside vendors.	
	It was recommended that Institutional Marketing staff should develop the card designs, including styling for a two-sided version. Two templates will be developed for approval.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Conduct a cost analysis comparing the services provided by Printing Services and outside vendors.	Mike Szczukowski	Next meeting if possible

10:05 A.M.

UA POCKET FACTS

WAYNE HILL

DISCUSSION	The pocket facts brochure has been printed and is in the process of being distributed.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

10:10

EMAIL DIGEST FOR RETIREES

KIM GENTILE

DISCUSSION	Retirees do not receive the email digest unless they have added their email address to the distribution list managed by Bob Kropff. Neal Raber will contact Cathy Edwards for the current retiree contact list. Those with email will receive an invite to request the Email Digest. Those without email will receive a letter in the mail.	
It was suggested that Bob Kropff from Institutional Marketing assist with this project.		
CONCLUSIONS		
ACTION ITEMS		
	PERSON RESPONSIBLE	DEADLINE
Cathy Edwards will be contacted for the retiree list.	Neal Raber	Next meeting if possible
An email or letter will be distributed to retirees.	Neal Raber and Bob Kropff	Next meeting if possible

10:20

FEEDBACK FROM SOCIAL MEDIA CONSULTANT

EILEEN KOREY

DISCUSSION	Eileen Korey reviewed an executive summary of the feedback from the social media consultant retained by Institutional Marketing. The summary is attached.	
A social media specialist position is currently posted on the university's job webpage. The position will report to Bob Kropff in Institutional Marketing.		
CONCLUSIONS		
ACTION ITEMS		
	PERSON RESPONSIBLE	DEADLINE

10:35

EFFECTIVENESS INITIATIVE

EILEEN KOREY

DISCUSSION	An initiative has been implemented whereby 13 teams have been formed to evaluate new revenue streams and cost savings. Korey is the team lead for the Communications and Marketing team.	
Members of the committee are to provide Korey with any information regarding colleges and/or departments that generate communications and/or marketing efforts with their in-house personnel.		
CONCLUSIONS		
ACTION ITEMS		
	PERSON RESPONSIBLE	DEADLINE

10:40

COLLEGE COMMUNICATIONS AND MARKETING SURVEY

WAYNE HILL

DISCUSSION	Roberta DePompei, interim dean of the College of Health Professions, will be distributing a
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communications and marketing survey to the deans requesting information related to staff and/or expenses designated by their college for this area.		
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Results of the survey will be shared at the next committee meeting.	Wayne Hill	Next meeting

OBSERVERS	
RESOURCE PERSONS	Cindy Gessel
SPECIAL NOTES	<ul style="list-style-type: none"> ➤ On April 23 a member of the committee – Dr. William Baker – is the speaker for the Workplace Wisdom series. His presentation is entitled: Learning to Unlearn -- Breakdown personal barriers to innovative thinking. ➤ The next meeting is scheduled for Monday, March 25 from 9:30 – 11:00 in the McCollester Conference Room, Buchtel Hall. Due to spring break Cindy Gessel will attempt to reschedule the meeting for the week prior to spring break.

**The University of Akron
University Council Meeting – Tuesday, March 12, 2013
Communications Committee Report**

Communication Survey

- Access how constituents (faculty, classified staff, contract professionals, undergraduate and graduate students) retrieve information about UA news and events
 - Survey has been distributed
 - March 29 is the deadline to respond
 - More than 400 people have completed the survey; please connect with your constituents and encourage them to complete the survey

Name Change of Institutional Marketing Department

- Recommendation from Communications Committee to change name of Institutional Marketing to University Communications & Marketing
- Proceeding with name change proposal

Digital Communications Assessment by Crosstown Digital Communications, Georgy Cohen

- Eileen Kory and Wayne Hill provided the committee with an overview of the digital communications assessment.
- Key impressions and recommendations included: impressed that we had a clear strategic plan; biggest challenge is not in defining strategy but in defending it; focus on storytelling; attain goal-driven efficiency in approaching projects/requests; establish a social media working group consisting of communicators from across campus; etc.

Standard Business Card

- Discussions continue on implementing a standard business card for University employees

Next meeting is March 18

Meeting

MINUTES

MARCH 18, 2013

9:30 A.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Communications Survey and Standard UA Business Cards
FACILITATOR	Kim Gentile
NOTE TAKER	Cindy Gessel
ATTENDEES	William Baker, Enoch Damson, Kim Gentile, Wayne Hill, Eileen Korey, Justin Orashan, Neal Raber, Steve Sedlock, Jeanne Semilia, Christopher Serio, Stan Silverman, Mike Szczukowski, Deborah Wilhite

Agenda topics

9:30 A.M. APPROVAL OF MINUTES KIM GENTILE

DISCUSSION	The minutes of the meeting held on February 25, 2013 were reviewed and approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

9:35 A.M. COMMUNICATIONS SURVEY STEVE SEDLOCK

DISCUSSION	Sedlock reported that the survey has been distributed. They have received 469 completed responses broken down as follows: 397 employees (CPs 190, FT Staff 138, PT Staff 7, FT Faculty 40, PT Faculty 11, Retiree 2, Administrator 9) and 72 students (FT Grad 21, PT Grad 2, FT Ugrd 45, PT Ugrd 4).		
	Sedlock forwarded the survey to the faculty senate for assistance in distribution to faculty members.		
	The deadline for responding to the survey is March 29.		
CONCLUSIONS	It was recommended that the survey be forwarded to the deans for dissemination to the faculty. Korey will forward it to the deans. Orashan will forward it to the student organizations.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Korey will forward the survey to the deans. Orashan will forward it to the student organizations.	Korey and Orashan	ASAP	

9:45

UA BUSINESS CARDS

**WAYNE HILL AND
MIKE SZCZUKOWSKI**

DISCUSSION	Mike Szczukowski did a cost analysis of UA business cards printed by outside vendors and by UA Printing Services. Per 500 cards the cost by vendors is between \$41 and \$95. UA Printing Services averages \$55.	
	Ron Ramos from Institutional Marketing is also reviewing current costs.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Szczukowski will report at the next meeting of any updated cost comparisons. Hill will provide any updated information provided by Ron Ramos.	Szczukowski and Hill	Next meeting

10:00 A.M.

EMAIL DIGEST FOR RETIREES

NEAL RABER

DISCUSSION	Raber advised that the retiree board wants UA retirees to have the option of opting in, not opting out of receiving the Email Digest. The retirees have received a separate request in an email inquiring if they would like to receive the Email Digest. He does not know how many have signed up to receive it, but will contact Bob Kropff and obtain the number.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Raber will contact Kropff to determine how many retirees have requested to receive the Email Digest.	Raber	Next meeting

10:10 A.M.

**EFFECTIVENESS INITIATIVE FOR
COMMUNICATIONS AND MARKETING**

EILEEN KOREY AND WAYNE HILL

DISCUSSION	The Communications and Marketing team is continuing to identify the individuals on campus who are responsible for marketing and/or communications in their college or department.	
	Dr. Roberta DePompei distributed a survey to the deans regarding marketing and communications. The results were just received and Korey did a brief overview of the responses. Overall the results indicated that some deans are opposed to a centralized approach while most appear to be supportive of a hybrid process.	
	Members of the team are contacting marketing and communications colleagues at other institutions to inquire what process (centralized, decentralized, hybrid) is used and an organizational chart of the department.	
	Hill reviewed expenses that reflect funds spent by the university on advertising, consulting, printing, etc. There was discussion about the need to coordinate these kinds of efforts to control cost. It was noted that there is a need to understand standards and establish a budget mechanism.	
	The report of the team is due to the VPs in May.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

10:25

COMMITTEE MEMBERSHIP

KIM GENTILE

DISCUSSION	The appointments of the following committee members have expired. It is anticipated that all will be reappointed by their respective group: Bryan Dennis, Justin Orashan, Steve Sedlock, Jeanne Semilia, Christopher Serio and Mike Szczukowski.	
	Gentile's term as chair ends in May.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

OBSERVERS	
RESOURCE PERSONS	Cindy Gessel
SPECIAL NOTES	On April 23 a member of the committee – Dr. William Baker – is the speaker for the Workplace Wisdom series. His presentation is entitled: Learning to Unlearn -- Breakdown personal barriers to innovative thinking.

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

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.

Meeting

MINUTES

OCTOBER 21, 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, Christine Culbertson, Kim Gentile, Wayne Hill, Eileen Korey, Chelsea Formanik, Neal Raber, Scott Roberts, Jeanne Semilia, Christopher Serio, Stan Silverman, and Deborah Wilhite

Agenda topics

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

DISCUSSION	The minutes of the meeting held on September 16, 2013 were approved as modified.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

2:35 P.M. ELECTION OF OFFICER (CHAIR) KIM GENTILE

DISCUSSION	The Faculty Senate is in the process of appointing a faculty member to the committee. Once that has taken place, the election of the Committee Chair will take place.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

2:40 P.M. EFFECTIVENESS INITIATIVE FOR COMMUNICATIONS & MARKETING WAYNE HILL

DISCUSSION	Hill reported that he and Korey met with the Provost three weeks ago. It was a follow-up meeting to continue the discussion started at the VP and Dean meetings.		
	Reviewed expenditures, benchmarking with other institutions, and the recommendation to move to a hybrid reporting structure with communications individuals who are staff assigned to Colleges and report to Deans. The recommendation made is to add a dotted line reporting to Hill and Korey. They will develop a rationale and provide to Dr. Sherman that the Provost can implement.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Develop rationale	Hill and Korey	November	

2:50 P.M.

NEW BUSINESS – BUDGET CUTS; CBA

EILEEN KOREY AND WAYNE HILL

DISCUSSION	The School of Law lost its communications and marketing staff person. The position was posted on the jobs webpage and UCM has been involved in crafting the position description. There is an opportunity with the Law School to share the budget and reporting line for this position.	
	Marketing and communications functions have been hit with budget cuts resulting in the elimination of two positions out of three. College of Education and the Buchtel College of Arts & Sciences has lost the staff people in these positions. This results in more pressure on UCM as UCM will try and assist COE and CAS as much as possible.	
	Discussion took place regarding the possibility of providing a link so that individuals could submit story ideas so as to try and offset the loss of the two communications positions. Serio advised that the USG senators meet with the Deans on a regular basis. They could inquire at these meetings if there are any newsworthy stories on the horizon. Consideration was given to suggesting that graduate assistants in each college assist in identifying new stories.	
	UCM is assisting with marketing the Saturday MBA out of the College of Business and Administration.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

3:10

RETENTION SUMMIT

EILEEN KOREY

DISCUSSION	A memorandum from the University Council Steering Committee is being released today endorsing the Summit on Retention taking place November 13 and 14.	
	The committee members were encouraged to promote the summit to their constituency groups in an effort to stimulate participation.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

3:20 P.M.

CURRENT MARKETING INITIATIVES

WAYNE HILL

DISCUSSION	UCM has partnered with Admission to address traditional age recruitment challenges in TV, print, billboards, online and social media.	
	The new 30-second TV ad will start airing Wednesday, as well as the billboard ad and the Akron Beacon Journal ad wrap. The focus is recruitment directed at new students and parents. There will also be a regional Super Bowl ad.	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

3:30

ADJOURNMENT

KIM GENTILE

The meeting adjourned at 3:30 p.m.

Meeting

MINUTES

NOVEMBER 25, 2013 10:00 A.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Eileen Korey
TYPE OF MEETING	Election of Committee Chair; Summit on Retention
FACILITATOR	Kim Gentile
NOTE TAKER	Cindy Gessel
ATTENDEES	William Baker, Marissa Blewitt, Christine Culbertson, James Durbin, Kim Gentile, Eileen Korey, Chelsea Formanik, Neal Raber, Scott Roberts, and Deborah Wilhite

Agenda topics

10:00 A.M. APPROVAL OF MINUTES EILEEN KOREY

DISCUSSION	The minutes of the meeting held on October 21, 2013 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

10:05 A.M. ELECTION OF OFFICER (CHAIR) EILEEN KOREY

DISCUSSION	A replacement needs to be named for Dean Stan Silverman. Once that appointment is made the committee will hold its election for the chairperson.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

10:10 A.M. SUMMIT ON RETENTION EILEEN KOREY

DISCUSSION	Korey advised that the feedback and ideas that came out of the Summit on Retention held November 13-14 will be posted on the Summit on Retention webpage by this coming Wednesday (Nov. 27). A campaign is being crafted that will involve everyone campus-wide to focus on retention.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

10:30 A.M.

**PURPOSE OF UC COMMUNICATIONS
COMMITTEE**

EILEEN KOREY

DISCUSSION	Members reviewed the efforts of the Committee over the last year. Most notable: (1) Communications survey. As a result UCM will be increasing the email digest distribution as well as providing more effective web design; and	
	(2) IT is working with the UCM web professionals providing a mobile-friendly website. The College Life section is now complete.	
	A mini tutorial will be conducted at the next meeting on electronic and social media due to the fact that there are several new Committee members.	
CONCLUSIONS	It was noted that effective communication will be essential this next year due to the new president being named and any resulting changes.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Schedule UCM professionals to conduct mini tutorial at next meeting	Cindy Gessel	Next meeting

11:00 A.M.

ADJOURNMENT

KIM GENTILE

The meeting adjourned at 11:00 a.m.
