

Meeting

MINUTES

OCTOBER 30, 2014

3:00 PM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	James Durbin
TYPE OF MEETING	Communications Plan
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	Christine Culbertson, James Durbin, Wayne Hill, Eileen Korey, Jennifer Adams LeFebvre, Neal Raber, Scott Roberts

Agenda topics

3:00 P.M.

CALL TO ORDER

JAMES DURBIN

DISCUSSION	Chair James Durbin called the meeting to order.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

3:05 P.M.

APPROVAL OF MINUTES

JAMES DURBIN

DISCUSSION	The minutes of the meeting held October 9, 2014 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

3:10 P.M.

CRISIS COMMUNICATIONS PLAN

EILEEN KOREY

DISCUSSION	Korey used the Ebola crisis to express concern to leadership regarding UA's preparation in the event of similar situation. She discussed the need to hire a consultant who specialized in crisis communications to assist in developing a plan. The cost for the consultant would come out of the UCM budget.		
	They want to use all constituencies to help develop and disseminate information regarding the plan. It is imperative to control the messaging during a crisis. There will be a vulnerability audit conducted and the committee will be a part of that effort.		
	The Emergency Management Plan does have a communications plan in it, but that section needs revised. The plan needs to address several issues, including how often to communicate during an emergency, how to communicate, to what extent the communications should be media focused and what department should be responsible for components such as supervising and staffing the call center.		
	A suggestion was made to consider utilizing students who are part of the emergency management program in CAST. Students from that program were utilized during the 9/11 tragedy.		

CONCLUSIONS	
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3:40 P.M. COMMITTEE FOCUS AND RESPONSIBILITY JAMES DURBIN

DISCUSSION	There was discussion regarding the need for the committee to be more focused on the purpose of its existence. There is a significant need for the committee to have clarity of purpose.		
	Although a few committee members have an opportunity to report back to their constituency group, not all are requested to do so. There needs to be a more concerted effort to solicit feedback from the constituency groups, to provide the groups with regular reports and updates from the committee,		
	Because there are very few, if any, communications and marketing staff for the different colleges, the need for the committee members to be engaged with their constituency groups is even more important than in previous years.		
CONCLUSIONS	Members need to email Wayne Hill, Eileen Korey and James Durbin with their version of what this committee should be doing.		

3:55 P.M. NEW BUSINESS JAMES DURBIN

DISCUSSION	James Durbin will advise the University Council leadership about absenteeism and positions needing filled.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

4:00 P.M. ADJOURNMENT JAMES DURBIN

DISCUSSION	Chair James Durbin adjourned the meeting at 4:00 p.m.		
	The next meeting is Tuesday, November 25 at 3:00 in Leigh Hall 413.		
CONCLUSIONS			