

University Council

MINUTES

NOVEMBER 25, 2014

3:00 – 4:00 PM

MEETING CALLED BY	James Durbin
TYPE OF MEETING	Monthly Meeting – Communications Committee
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	Members: William Baker, Christine Culbertson, James Durbin, Kim Gentile, Marjorie Hartleben, Wayne Hill, Isaac Lampner, Jennifer Adams LeFebvre, Neal Raber, Rex Ramsier, and Scott Roberts

Agenda topics

3:00 P.M. CALL TO ORDER JAMES DURBIN

DISCUSSION	The meeting was called to order at 3:00.
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3:01 P.M. INTRODUCTION OF NEW MEMBER JAMES DURBIN

DISCUSSION	Isaac Lampner was introduced as a new member representing USG.
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3:05 P.M. APPROVAL OF MINUTES JAMES DURBIN

DISCUSSION	The minutes of the October 30, 2014 meeting were approved as submitted.
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3:10 P.M. CRISIS COMMUNICATIONS PLAN UPDATE WAYNE HILL

DISCUSSION	<p>There is a real need for a more robust crisis communications plan. There is a component in the Emergency Management Plan, but it is not what it needs to be. In light of recent incidences (the ebola crisis and the Florida State University shooting) the need becomes even more apparent. The firm of HennesPaynter has been hired. They are specialists in crisis communications. Both Eileen Korey and Wayne Hill have known them for a significant amount of time and they have a strong track record with higher education.</p> <p>Eileen Korey met with a principal from the firm and a vulnerability audit has been scheduled for December 12. Many constituencies/individuals are assisting in helping identify areas of potential concern. Hill and Korey will keep the committee apprised. Although the audit exercise is challenging, it is very much needed.</p> <p>There was discussion about the potential use of text messaging to people who are charged with specific assignments through the emergency management plan. The last training was approximately two years ago. People are not going to remember what they are supposed to do in case of an emergency. There are about eight different groups of people identified through the emergency management plan, so there would only be about eight separate messages. Hill indicated he would raise the question regarding texting general reminders as to assigned duties in case of an emergency.</p>
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	<p>Marjorie Hartleben raised questions about relying on the texting approach. She has had significant training regarding communications. Although using texting should be part of the approach, it shouldn't be the primary way to communicate. The saturation capacity of the towers could be impacted.</p> <p>Rex Ramsier was in the Polsky Building when there was a tornado a few weeks ago. The speaker system was defective (static, couldn't understand what was being said some of the time) so people weren't sure what to do. The announcements were not giving instructions – just advising that there was a tornado. He took responsibility for standing in the main entrance area and directing people who were coming into the building to go to the basement. Others who helped were faculty members in the emergency management program. He felt that specific instructions should have been given over the speaker system (e.g.: go to the basement and take cover; stay in place). Elevators should have been shut down so that people could not enter the building and go up to the other floors.</p> <p>During the tornado incident the television system was running ads. Somehow we need to be able to override the system for emergency messages. Somehow there should also be a message instructing people not to come to campus.</p> <p>Discussion took place regarding using the WZIP radio system to make announcements. Hartleben explained that UA Telecommunications has control of ZIP TV. Telecom could make emergency announcements through this in-house television system.</p> <p>It was suggested that new student orientation have some segment of emergency management awareness training and information regarding the ways UA communicates when there is an emergency.</p>
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3:35 P.M. COMMITTEE FOCUS AND PURPOSE JAMES DURBIN

DISCUSSION	<p>It was suggested that the committee have one or two objectives – areas it can more thoroughly examine – and set those as agenda/topic items for the beginning of the semester. It would need to identify “What do we want to get done by a certain date?” Example: have the next emergency go more smoothly.</p> <p>Discussion took place about adding ‘students’ to the committee description that is part of the University Council bylaws. The recommendation should be made to the University Council Steering Committee asking that it consider the topic to be an agenda item in an upcoming meeting. Motion was made by Jennifer LeFebvre and seconded by William Baker to make this recommendation. Motion passed unanimously.</p>

3:45 P.M. SMOKING BAN SURVEY JAMES DURBIN

DISCUSSION	<p>The smoking ban policy that was before the University Council the previous week was voted down 13 to 10. The student advocacy group referenced a survey they had conducted. As a result of further discussion it was determined that it was not a valid survey. Random people were contacted and as a result it could not be determined if the feedback received related to the overall view of the campus.</p>
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	<p>The Committee has been contacted by Kristine Kraft to do a smoking ban survey. Eileen Korey and Wayne Hill spoke with Dr. Kraft. It was determined that there is a need for a stronger, more structured survey. There have been several universities that have taken action related to smoking bans. Durbin contacted the University of Minnesota and requested a copy of the synopsis of the questions that UM distributed. He provided a copy to the committee (copy attached). A survey would get a better sense of how the campus feels.</p> <p>There was discussion as to whether the committee should conduct a survey similar to the one it did regarding internal communications. The Health and Wellness Committee wants to revisit the issue of a smoking ban. A specific resolution cannot be resubmitted, but something similar can be submitted.</p> <p>There was discussion as to who would be enforcing a ban and how would it be enforced? It was noted that people have indicated if there is a smoking ban, they will find ‘an alcove’ in which to smoke. It was also reported that e-cigarettes are allowed in the classrooms.</p> <p>Many institutions in the state and others have some kind of smoking ban. This committee could help develop the questionnaire and provide results. It was recommended that the Health and Wellness Committee be solicited for questions it would want included in the survey.</p>

3:55 P.M. UNIVERSITY COUNCIL MEETING UPDATE JAMES DURBIN

DISCUSSION	Further discussion regarding the University Council meeting held the previous week revealed that a student group wants to know how much of the fees they are paying are designated for Athletics. They want more disclosure. It was requested that the fees be ‘scoured’ to determine what goes to Athletics and then lumping that amount into an athletics fee. They did not discuss what the athletic fees are specifically applied to.
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4:00 P.M. ADJOURNMENT JAMES DURBIN

DISCUSSION	The meeting adjourned at 4:00 p.m.
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Next Meeting:
Tuesday, December 16, 2014 at 3:00 p.m. – Leigh Hall 414