

# Meeting

## MINUTES

APRIL 28, 2014

1:00 PM

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Christopher Serio
TYPE OF MEETING	Social Media, Zipmail Management System & Buchtelite Survey Discussion
FACILITATOR	
NOTE TAKER	Deb Wilhite
ATTENDEES	Jessica Bixby, Christine Culbertson, James Durbin, Kim Gentile, Wayne Hill, Kathleen Hurley, Bob Kropff, Neal Raber, Scott Roberts, Christopher Serio, Rex Ramsier and Deb Wilhite

### Agenda topics

**1:00 PM APPROVAL OF MINUTES KIM GENTILE**

DISCUSSION	The minutes of the meeting held on March 31, 2014 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**1:10 PM BUCHELITE SURVEY UPDATE JAMES DURBIN**

DISCUSSION	Results from this survey had a good amount of student participants. 80% Full-time students and 1 out of 5 were part-time students. 70% of these students were commuters. Average age is 24.		
	1 <sup>st</sup> preferred source of media is websites – 53%. 2 <sup>nd</sup> preferred is Social Media – 47%. 3 <sup>rd</sup> preferred is Buchtelite. 4 <sup>th</sup> is email.		
CONCLUSIONS	How can we improve Buchtelite?		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

**1:30 PM SOCIAL MEDIA UPDATE JESSICA BIXBY**

DISCUSSION	Jessica updated on the Class of 2018 survey for new students using Facebook, Twitter & Instagram.		
	Facebook, twitter & Instagram has increased on usage from 200 to 1,000 since August.		
	UA Twitter changed their home page to be more user friendly. Added new features to improve replies and conversations. Text gets larger when more respond to a conversation. Can 'Pin' conversation at to show at the top of page.		
	Instagram has new contest 'UAkron Eats' which has added 300 new followers. Close to 2,000 followers to Instagram.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

1:45 PM

**NEW SAFETY AWARENESS CAMPAIGN:  
ANONYMOUS CRIME REPORTING**

**BOB KROPFF**

<b>DISCUSSION</b>	Discussed goals, tactics and outcome of 'Tip Submit' App.	
Added 'Tip Submit' App to the UA safety page showing that tips are enhancing campus life through Tips of the Month. This links to a page that shows outcomes and video. Placed on MyAkron, Zipmail and the Digest.		
Tips have increased and 15% increase in Z-Alerts enrollment over the last 3 months. Collecting ideas from Student Life and USG. Improving workflow and not increasing staff time devoted to Zipmail. Long term goal to hire a student editor.		
<b>CONCLUSIONS</b>	Make it smartpone accessible/friendly. Move distribution from Friday to Tuesday. Modernize design, improve readability and show at the top the news that every student needs to know.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

2:00 PM

**ADJOURNMENT**

**CHRIS SERIO**

The meeting adjourned at 2:00 p.m.
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