

University Council

MINUTES

JANUARY 28, 2015

MEETING CALLED BY	James Durbin
TYPE OF MEETING	Monthly Meeting – Communications Committee
FACILITATOR	Eileen Korey and Wayne Hill
NOTE TAKER	Debbie Ricks
ATTENDEES	<p>Members Present: Esther Chung, Christine Culbertson, James Durbin, Wayne Hill, Eileen Korey, Jennifer Adams LeFebvre, Neal Raber, and Scott Roberts</p> <p>Members Absent: William Baker, Kim Gentile, Marjorie Hartleben, Isaac Lampner and Rex Ramsier</p>

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. INTRODUCTIONS JAMES DURBIN

DISCUSSION	Debbie Ricks was introduced as Cindy Gessel's replacement as note taker due to Cindy's recent retirement from the University.
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3:05 P.M. APPROVAL OF MINUTES JAMES DURBIN

DISCUSSION	The minutes of the November 24, 2014 meeting were approved.
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3:10 P.M. SMOKING BAN SURVEY JAMES DURBIN

DISCUSSION	<p>The committee continued its discussion on creating a stronger smoking ban survey/questionnaire, since the Health and Wellness Committee wants to revisit the issue of a smoking ban. The committee agreed to use the University of Minnesota's survey materials as a guide. The committee agreed to have a University of Akron Smoking Ban Survey draft ready to present at the next full Council meeting on February 10. Jennifer LeFebvre, Neal Raber, and James Durbin will lead the effort to finalize the UA draft survey/questionnaire and disseminate via email to the communications committee members for review, once the draft is in final format and ready to present to full council.</p> <p>It was noted that the committee should keep in mind the 1st Amendment to the United States Constitution and the Americans with Disabilities Act of 1990 (ADA) and be aware of disabled employee rights and smoking breaks while working toward finalizing the UA Smoking Ban Survey/Questionnaire draft.</p>
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3:35 P.M.

UNIVERSITY COUNCIL PRESENTATION

JAMES DURBIN

DISCUSSION	<p>There was discussion of the communications committee’s consideration of bringing to full council such matters as budgets and strategic plans. James Durbin agreed to speak with Harvey Stern of the Steering Committee, and Stacey Moore for a more clear understanding of future items that can be presented to full committee.</p> <p>It was discussed that representatives of the various constituency groups need to work closely with those groups to ensure that the goals of those constituencies are represented and report back to the communications committee their issues of concern and interests.</p> <p>An update was given on the status of the University’s Crisis Communication Plan and vulnerability audit that Hennes Paynter Communications facilitated on December 12 with the many constituencies/individuals that assisted in helping to identify areas of potential concern. Eileen Korey gave examples of how the plan is designed and how locations are assigned.</p> <p>Jennifer LeFebvre asked if training and testing of the plan will occur once it is established and implemented.</p> <p>It was brought to the attention of the committee that a campus climate survey will be rolled out from the SART committee in the coming weeks.</p>
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3:45 P.M.

STATUS OF VP OF ADVANCEMENT SEARCH

EILEEN KOREY

DISCUSSION	<p>Eileen Korey gave a status update on the University’s search for the Vice President of Advancement. With the final four candidates selected, a decision on the position is expected in the coming weeks.</p>
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3:55 P.M.

PROMOTIONAL CAMPAIGN LAUNCH SUPER BOWL WEEKEND

EILEEN KOREY & WAYNE HILL

DISCUSSION	<p>The University’s Achieve Promotional Campaign scheduled to run during Super Bowl XLIX on February 1 was shown to the committee. The origination of the idea, content, and diversity of the alumni profiled in the campaign drew a positive response from the committee. The timeline for the campaign release date to the campus community via e-Digest and run times during the super bowl were also discussed. It was also mentioned that the campaign is good for community & campus engagement. Also, it was discussed that with restricted resources, this campaign is a fraction of the cost of previous year’s media campaigns. Also, there are future plans for these types of features of alumni ads to run for University promotion. Jennifer Adams LeFebvre commented that the ads were impressive.</p>
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4:00 P.M.

ADJOURNMENT

JAMES DURBIN

DISCUSSION	<p>The meeting adjourned at 4:00 p.m.</p>
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Next Meeting:

Tuesday, February 25, 2014 at 3:00 p.m. – Leigh Hall 414