

# Communications Committee

**MINUTES** SEPTEMBER 7, 2016

1:00 PM

LEIGH HALL 414

MEETING CALLED BY	Wayne Hill
TYPE OF MEETING	Monthly Meeting
FACILITATOR	Wayne Hill
NOTE TAKER	Pam Duncan
ATTENDEES	Julie Cajigas, Irina Chernikova, Susan Clark, Samantha Hickey, Wayne Hill, Michelle Reed, Scott Roberts, Katy Selzer, Kelly Unger <b>Absent with notice:</b> Kristin Foy Sampson, Marca Kaplar <b>Absent without notice:</b> Gamal Saxon

## Agenda topics

1:02 PM CALL TO ORDER WAYNE HILL

DISCUSSION	Wayne Hill called the meeting to order with requests to revise agenda. Requests for revisions to August 2, 2016 minutes were managed electronically. Comments requested by August 22.		
CONCLUSIONS	Agenda and Minutes from August 2, 2016 meeting were approved by affirmation.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Documents to be submitted to UC	Pam Duncan	09/09/16	

1:15 PM COMMITTEE MEMBERS INTRODUCTIONS COMMITTEE MEMBERS

DISCUSSION	Julie Cajigas, representing Faculty Senate, was introduced to the committee.		
CONCLUSIONS	N/A		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

1:20 P.M. UNFINISHED BUSINESS WAYNE HILL

DISCUSSION	Topics for discussion: Committee leadership elections, Standing Committee Goals, update on branding/marketing campaign. Committee was advised that with only one Faculty Senate member needed, elections may proceed. Wayne Hill requested nominations or volunteers. <b>Julie Cajigas</b> volunteered to serve as <b>Committee Chair</b> . After a scheduling conflict discussion related to Ms. Cajigas'		
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	<p>teaching schedule and the monthly University Council meeting during the fall semester, it was determined that accommodations could be made. Committee approved her service by affirmation. <b>Scott Roberts</b> will continue as <b>Vice Chair</b>. <b>Michelle Reed</b> was nominated and affirmed by the committee as <b>Secretary</b>. Committee discussed Standing Committee Goals for 2017. Document is due Sept. 30 to UC. Suggestions: Continue with existing goal to improve communications with students, collaborate with University Branding effort after HLC accreditation is completed. The committee will review and consider following up on Tiger Team Communications Committee pending deliverables. (i.e. internal communications, estranged constituents communications, Budget/Dean's communications) Wayne Hill updated the committee on status of prior efforts to improve ZipMail. New format and publishing dates have been established. Wayne also provided marketing and community outreach update to committee members including the current "UA Proud" campaign. Committee reviewed print assets and discussed timelines for current campaign. Additional information about community outreach included details about President Wilson's pending visits to 25 HS for direct outreach, Admissions is identifying 50 NEO HS for community outreach by Admissions staff and other volunteer speakers. Committee members provided input and suggestions on specific communications tactics including, utilizing DL College Credit Plus options for recruitment, host community events on campus (community outreach) to foster familiarity with campus.</p>	
CONCLUSIONS	<p>Officers were nominated and confirmed by committee. Notification to UC facilitator pending. Committee will review materials listed below prior to next meeting to determine goals. Committee participation in University Branding/marketing initiatives will focus on establishing best practices, identifying constituencies for research.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Distribute Tiger Team reports to Committee	Julie Cajigas	09/09/16
Distribute student communication research to new members	Pam Duncan	09/09/16
Distribute materials on brand studies, UA research to committee, Add committee to ZipMail listserve.	Wayne Hill	09/09/16
2:01 PM	ADJOURN	

**Next Committee Meeting, October 5, 2016 1:00 pm**