

University Council

Minutes, Communications Committee

Jan 4, 2017

1 – 3 p.m.

Leigh Hall 414

Members: Cajigas, Julie A; Chernikova, Irina; Clark, Susan G; Foy Samson, Kristin; Hill, Wayne R; Kaplar, Marca; Roberts, Scott S; Selzer, Katherine A; Unger, Kelly

In Attendance: Cajigas, Julie; Chernikova, Irina; Foy Sampson, Kristin; Hill, Wayne; Kaplar, Marca; Roberts, Scott;

Guest: Pam Duncan

1-1:05 Call to Order

Julie Cajigas

Review/Revision of Agenda

Quorum Held w/6 in attendance

Approval of Minutes – November minutes to be sent and approved electronically

1:05-1:20 Questions as to purpose of committee and results of polls in preparation for UC presentation 1-10-17

Sub-committee on Campus Culture reported that work is ongoing, but was asked to forward details for inclusion on January 10 report to University Council. It was also noted that Communications Committee will provide context on timeline of survey during UC presentation.

1:20 – 1:35 Discussion as to completion of social media and poll goals, use of mobile app and value in involving guests or guest speakers in our meetings.

- **Student concerns:** transparency, increased relevant communications, opportunities to be heard.
- **Student Suggestions:** upgrade My Akron, modify Zipmail, more robust social media profile, new mobile apps, more communications on BOT actions and real time parking updates – including snow closures.
- **Potential Goals:** leverage research to improve communications, complete Campus Culture update, document branding best practices, identify internal communications best practices, invite UCM social media specialist for periodic consultation.
- Committee acknowledged that above items would require review of resources and barriers to completion.

1:35 – 1:40 Discussion of future agenda items and committee objectives

- Committee to expand Campus Culture research, retool campus communications for brevity, relevance, with focus on transparency.
- Social media enhancements: (i.e. Facebook Live for New Roo Weekend, Faculty Fridays on Instagram), in addition to the suggestions listed in student poll.
- Using internal resources for Adult Focus program enhancements.

1:40 – 1:45 Future Meeting

- Doodle Poll to be sent to adjust for spring semester

1:45 – 2:00 New Business

- Wayne Hill discussed bringing in WhiteSpace information to help with future committee goals.
- Need to appoint and/or elect new Committee Secretary

Next Meeting: TBD –Based upon Doodle Poll we need to schedule as soon as possible

Thanks

Marca Kaplar

Graduate Student MAP

University Council Purpose Statement:

The University Council will operate under the principle of consultative decision-making wherein the opinion and advice of the University Council membership are sought but where decision-making authority remains with the senior administration and the Board of Trustees. The University Council provides the integrated framework for both strategic and ongoing planning, decision-making and execution of the university's strategic plan. It helps to ensure that the goals and objectives of the strategic plan are realized through implementing strategies and action plans reported through the University Council (University Council Bylaws, January 20, 2015: B and C2, page 1)