

COMMUNICATIONS COMMITTEE

MINUTES

DATE 01/19/18

TIME 10:05

LOCATION LH 414

MEETING CALLED BY	Julie Cajigas, Chair		
TYPE OF MEETING	Monthly Meeting		
PRESIDER	Julie Cajigas, chair		
NOTE TAKER	Pam Duncan, acting secretary		
ATTENDEES	<p>Attendees: Kathryn Budd; Julie Cajigas; Pam Duncan; Amy Freels; Kristin Foy-Sampson; Wayne Hill</p> <p>Absent with notice: Ian McCullough</p> <p>Absent without notice: Marca Kaplar; Elizabeth Kennedy; Jeremy Kerola; Kelly Unger</p> <p>Other attendees: N/A</p>		
Agenda topics:			
10:05 – 10:10		CALL TO ORDER	JULIE CAJIGAS
DISCUSSION	<ol style="list-style-type: none"> The chair called the meeting to order. Quorum was not met. Committee elected to meet informally. Review and approval of November minutes tabled until February meeting. 		
10:10:11 – 10:15		UNFINISHED BUSINESS	JULIE CAJIGAS
DISCUSSION	<ol style="list-style-type: none"> Committee confirmed existing 2017-2018 goals would not be modified and will submitted as originally approved. As follow-up to the November discussion on the University’s response to hate speech, committee members were informed that a crisis communication plan is currently in place. Wayne Hill to share details. Committee members were notified of the vacant secretary’s position. Members were encouraged to volunteer or submit a name for consideration at the next meeting. 		
10:15 – 10:38		NEW BUSINESS	WAYNE HILL
DISCUSSION	<ol style="list-style-type: none"> Wayne provided the committee with resources and information about the process of branding to review and provide context for future discussions. The committee considered its role in future UA branding initiatives. Committee actions will include identifying constituencies that could inform the process and exploring the need for internal, external partners. Committee chair asked members to review the resources provided by Wayne and be prepared to suggest constituencies, and methods for participation in future branding initiatives. 		

ADJOURN

JULIE CAJIGAS

DISCUSSION

1. Member unanimously agreed to adjourn.
2. Next Committee meeting, February 16, 10:00 am, **SU, 318**

COMMUNICATIONS COMMITTEE

MINUTES

DATE 02/16/18

TIME 10:09

LOCATION SU 318

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Julie Cajigas, chair	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	<p>Attendees: Kathryn Budd; Julie Cajigas; Pam Duncan; Amy Freels; Kristin Foy-Sampson; Wayne Hill, Elizabeth Kennedy, Katie Timperio</p> <p>Absent without notice: Marca Kaplar; Jeremy Kerola; Ian McCullough, Kelly Unger</p> <p>Other attendees: Bob Kropff</p>	
Agenda topics:		
10:05 – 10:10	CALL TO ORDER	JULIE CAJIGAS
DISCUSSION	1. The chair called the meeting to order. Approval for November 2017 and January 2018 minutes will be conducted electronically before the March meeting.	
10:10:11 – 10:15	UNFINISHED BUSINESS	JULIE CAJIGAS
DISCUSSION	1. Committee discussed filling vacant secretary position. Chair asked for recommendations from the committee. Chair recommended Pam Duncan. Katie Budd seconded the nomination. Committee voted unanimously to elect Ms. Duncan as secretary.	
10:15 – 10:38	NEW BUSINESS	JULIE CAJIGAS , WAYNE HILL
DISCUSSION	1. Bob Kropp, Senior Director of Integrated Communication, was invited to discuss existing University Communications & Marketing (UCM) initiatives related to accessibility. An overview is attached. UCM is responsible for uakron.edu, Qualtrics, WordPress, CashNet, SelectedWorks and other tools. Outside vendors are responsible for Brighspace, My Akron, Zipspace, faculty use of video/PPTs, and other resources. The committee discussed the status of web-hosted UA curriculum guides, noting their value as a recruiting tool, and considered this committee’s role in updating those documents. Discussions on that matter will be addressed separately and in concert with other campus constituencies. It was determined that the UC Communications Committee will draft a recommendation regarding accessibility protocols on campus, which may include an ad hoc committee with representation from various campus stakeholders. (i.e., CDO, Office of Accessibility, OGC, Mgr. Design/Development)	
10:50	ADJOURN	JULIE CAJIGAS
DISCUSSION	1. Kristin Foy Sampson motioned to adjourn. Julie Cajigas seconded the motion. Member unanimously agreed to adjourn.	
	2. Next Committee meeting, March 16, 10:00 am, LH, 414	



University Council

COMMUNICATIONS COMMITTEE

MINUTES

DATE 03/16/18

TIME 10:10

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair		
TYPE OF MEETING	Monthly Meeting		
PRESIDER	Julie Cajigas, chair		
NOTE TAKER	Pam Duncan, secretary		
ATTENDEES	<p>Attendees: Kathryn Budd; Julie Cajigas; Pam Duncan; Amy Freels; Kristin Foy-Sampson; Wayne Hill, Jeremy Kerola, Ian McCullough, Katie Timperio</p> <p>Absent without notice: Marca Kaplar; Kelly Unger</p> <p>Absent with notice: Elizabeth Kennedy</p>		
Agenda topics:			
10:05 – 10:10	CALL TO ORDER	JULIE CAJIGAS	
DISCUSSION	1. The chair called the meeting to order and inquired about amendments to the agenda. No revisions were requested. The committee voted unanimously to approve as presented.		
10:10 – 10:15	UNFINISHED BUSINESS	JULIE CAJIGAS	
DISCUSSION	<p>1. Minutes from November 17, January 18, February 18, were approved pending an amendment to the January minutes reflecting a follow-up discussion on protocols for responding to hate speech on campus.</p> <p>Motion to approve:</p> <ol style="list-style-type: none"> 1. Kathryn Budd motioned to approve 2. Ian McCullough offered a second <p>Committee voted unanimously to approve.</p>		
10:15 – 11:00	NEW BUSINESS	JULIE CAJIGAS, WAYNE HILL	
DISCUSSION	1. After reviewing input from University Communications & Marketing Senior Director of Integrated Communications Bob Kropff during the February meeting, the committee began drafting an accessibility resolution for submission to University Council. It was mutually agreed that an ongoing effort to comply with these standards is in keeping with the University’s mission, and works to minimize exposure to legal action that other universities have experienced. The draft will be completed by Julie Cajigas and circulated to the committee for review and electronic approval prior to the next committee meeting.		

	<p>2. The committee reviewed its 2017-18 goals in an effort to prioritize activities for the balance of the academic year. It was determined that further work on Goal 2 (branding best practices) should take place in conjunction with the University’s strategic planning and will not be prioritized this academic year. Regarding Goal 3 (Improving student communications to create a student-centered culture), the committee considered soliciting the participation of faculty and staff in an initiative to assist at-risk students by donating, food, toiletries, or money. The committee will invite the director of ZipAssist to the April meeting to discuss existing resources and needs.</p>
11:01	<p style="text-align: center;">ADJOURN</p> <p style="text-align: right;">JULIE CAJIGAS</p>
DISCUSSION	<p>Motion to adjourn:</p> <ol style="list-style-type: none"> 1. Kathryn Budd motioned to adjourn. 2. Ian McCullough offered a second. Committee voted unanimously to adjourn. <p>Next Meeting: April 20, 2018 10:00 am, LH, 414</p>

COMMUNICATIONS COMMITTEE

MINUTES

DATE 04/20/18

TIME 10:04

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Julie Cajigas, chair	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	<p>Attendees: Kathryn Budd; Julie Cajigas; Pam Duncan; Amy Freels; Kristin Foy-Sampson; Wayne Hill, Elizabeth Kennedy, Katie Timperio, Heather Walter</p> <p>Absent without notice: Marca Kaplar; Jeremy Kerola, Kelly Unger</p> <p>Guest: Ian McCullough, Ali Doehring</p>	
Agenda topics:		
10:04 – 10:08	CALL TO ORDER	JULIE CAJIGAS
DISCUSSION	The chair called the meeting to order and introduced Ali Doehring.	
10:08 – 10:45	NEW BUSINESS	JULIE CAJIGAS
DISCUSSION	<ol style="list-style-type: none"> 1. Ali Doehring, director, ZipAssist provided the committee with an overview of the resources available to students through her department. Details attached. The committee considered ways we can support the department’s efforts as it aligns with the committee’s goal of creating a student-centered culture. Possible tactics include: <ol style="list-style-type: none"> a. Support communication regarding “Families Helping Families.” b. Review food insecurity survey and respond to expressed needs. c. Reach out to Executive Director of Student Union to support Food Pantry d. Support Brightspace messaging to promote ZipAssist services e. Deploy services at Myers SOA – defined as “food desert.” Site is also in proximity to Exchange Street dorms f. Support leadership communications to departments to create institutional awareness of available services g. Develop student-oriented messaging to ease stigma about utilizing available resources h. The committee discussed satellite-pantries and what individual issues might present for each location 2. The committee will review materials from ZipAssist and formulate suggestions for support. Those suggestions will be reviewed at the May meeting. 3. Ali Doehring will be available in the fall for another presentation. 	

10:45 – 11:15 OLD BUSINESS

DISCUSSION	<p>The committee reviewed the March minutes and requested a change to the motion to approve the minutes (Timperio to Budd).</p> <p>Motion to approve minute as amended:</p> <ol style="list-style-type: none"> 1. Elizabeth Kennedy motioned to approve 2. Julie Cajigas offered a second <p>Committee voted unanimously to approve the March minutes as amended.</p> <p>Given the changes in UA leadership, Wayne Hill suggested we suspend a branding resolution until after the academic review process has been completed. The committee will be briefed on the “That’s What Makes Us” platform at the May meeting. Summer meetings will be facilitated with WebEx interface.</p>
<p>ADJOURN JULIE CAJIGAS</p>	
DISCUSSION	<p>Motion to adjourn:</p> <ol style="list-style-type: none"> 1. Elizabeth Kennedy motioned to adjourn 2. Heather Walters offered a second <p>Committee voted unanimously to adjourn the meeting.</p> <p>Next Meeting: May 18, 2018, 10:00 a.m., LH, 414</p>

COMMUNICATIONS COMMITTEE

MINUTES

DATE 06/15/18

TIME 10:04

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Julie Cajigas, chair	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	<p>Attendees: Julie Cajigas; Pam Duncan; Amy Freels; Kristin Foy-Sampson; Wayne Hill, Tiffany Schmidt, Heather Walter</p> <p>Absent with notice: Elizabeth Kennedy</p> <p>Absent without notice: Marca Kaplar; Jeremy Kerola,</p>	
Agenda topics:		
10:03 – 10:08	CALL TO ORDER	JULIE CAJIGAS
DISCUSSION	<p>The chair called the meeting to order. New member Tiffany Schmidt was introduced and welcomed to the committee. The committee reviewed and approved the April 2018 minutes.</p> <p style="padding-left: 40px;">Motion to accept minutes:</p> <ol style="list-style-type: none"> 1. Heather Walter 2. Julie Cajigas <p style="padding-left: 40px;">The minutes were unanimously approved.</p>	
10:08 –	OLD BUSINESS	JULIE CAJIGAS
DISCUSSION	<ol style="list-style-type: none"> 1. The committee discussed information shared by the director of ZipAssist at the April meeting and considered strategies and tactics to support the “Families Helping Families” fund and the UA food pantry. The committee considered the following: <ol style="list-style-type: none"> a. Create a campaign for both initiatives in collaboration with relevant campus stakeholders. Suggested tactics include: <ul style="list-style-type: none"> • Social media messaging • WZIP PSA campaign • Faculty scripts for use in syllabi and the first day of classes • Student outreach at informal campus settings • Faculty/Staff outreach via constituent representatives b. The committee discussed meeting in two-week increments to expedite efforts in time for the fall term and will invite: <ul style="list-style-type: none"> • Student Engagement & Success chair and ZipAssist director to a meeting to advise and collaborate. <p style="padding-left: 20px;">Action Items:</p> <ul style="list-style-type: none"> • Julie Cajigas and Wayne Hill will draft a PR strategic plan. • Pam Duncan will obtain updated information on the food bank. 	

10:45 – 11:18	NEW BUSINESS	WAYNE HILL
DISCUSSION	1. Wayne Hill discussed pending recruitment/marketing initiatives with the committee and a Q&A followed.	
11:18	ADJOURN	JULIE CAJIGAS
DISCUSSION	Motion to adjourn: 1. Heather 2. Amy Freels The committee voted unanimously to adjourn the meeting. Next Meeting: July 20, 2018, 10:00 a.m., LH, 414	

COMMUNICATIONS COMMITTEE

MINUTES

DATE 07/20/18

TIME 10:07

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Wayne Hill, Administrator	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	<p>Attendees: Julie Cajigas; Pam Duncan; Amy Freels; Wayne Hill, Tiffany Schmidt, Heather Walter</p> <p>Absent with notice: Kristin Foy Sampson; Elizabeth Kennedy</p> <p>Absent without notice: Marca Kaplar; Jeremy Kerola</p>	
Agenda topics:		
10:07 – 10:08	CALL TO ORDER	WAYNE HILL
DISCUSSION	<p>Wayne Hill led the meeting as the chair participated remotely. There were no additions to the agenda. Committee voted to approve agenda as submitted. The committee reviewed the June minutes and voted to accept the minutes as presented.</p> <p>Motion to accept minutes:</p> <ol style="list-style-type: none"> 1. Heather Walter 2. Amy Freels <p>The minutes were unanimously approved.</p>	
10:08 – 10:45	OLD BUSINESS	JULIE CAJIGAS
DISCUSSION	<ol style="list-style-type: none"> 1. A review of the communications plan for a Student Emergency Funding Campaign was discussed by the committee. Ad hoc committee meetings were agreed upon and would be scheduled based on the availability of outside stakeholders (Director, ZipAssist; Director, Student Rec. & Wellness Services). It was determined that each committee member should be available to support a specific tactic on the plan. The committee considered whether a plan could be ready to distribute at convocation, by faculty members as part of their syllabi, or through other relevant student communication channels. 	
10:45 – 11:18	NEW BUSINESS	WAYNE HILL
DISCUSSION	<ol style="list-style-type: none"> 1. Wayne Hill provided an update on digital recruitment/marketing initiatives and discussed marketing comps for other higher education institutions. Branding initiatives would be dependent on strategic planning results. 	

10:32

ADJOURN

WAYNE HILL

DISCUSSION	Motion to adjourn: 1. Heather Walter 2. Amy Freels The committee voted unanimously to adjourn the meeting. Next Meeting: August 17, 2018, 10:00 a.m., LH, 414
------------	--

COMMUNICATIONS COMMITTEE

MINUTES

DATE 09/28/18

TIME 10:04

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Julie Cajigas, chair	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	<p>Attendees: Julie Cajigas; Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Tiffany Schmidt; Heather Walter</p> <p>Absent with notice: Elizabeth Kennedy</p> <p>Absent without notice: Jeremy Kerola</p>	
Agenda topics:		
10:04 – 10:06	CALL TO ORDER	JULIE CAJIGAS
DISCUSSION	<p>Committee chair called the meeting to order. Committee voted to approve agenda as presented. The committee reviewed the July minutes and voted to accept them as presented.</p> <p>Motion to accept minutes:</p> <ol style="list-style-type: none"> 1. Julie Cajigas 2. Tiffany Schmidt <p>The minutes were unanimously approved.</p>	
10:08 – 10:45	OLD BUSINESS	JULIE CAJIGAS
DISCUSSION	<ol style="list-style-type: none"> 1. Julie Cajigas reviewed the SEFA campaign survey being created by students in the School of Communication. Campaign objectives, goals, tactics were discussed. The committee considered the following: <ol style="list-style-type: none"> a. Including traditional demographic prompt b. Add landing page details at the end of the survey c. Adding question about finances d. Making portions of the survey required 2. IRB has conditionally approved the survey. 3. Students will present three campaigns to the committee, and the chosen team will execute their campaign and create content. 4. Julie will contact Bob Kropff to discuss survey distribution. 5. Committee will review a list of tactics and send ideas to Julie in preparation for a mid-month, ad hoc meeting. 6. Tiffany offered to create a Google Team Drive for use with the campaign. 	

10:45 – 10:53	NEW BUSINESS	WAYNE HILL
DISCUSSION	<ol style="list-style-type: none"> 1. Wayne Hill presided over committee elections. <ol style="list-style-type: none"> a. Julie Cajigas was recommended to continue as Chair and was approved unanimously by the committee. b. Heather Walter was recommended to serve as Vice Chair and was approved unanimously by the committee. c. Pam Duncan was recommended to continue as Secretary and was approved unanimously by the committee. 	
10:53	ADJOURN	WAYNE HILL
DISCUSSION	<p>Motion to adjourn: The committee voted unanimously to adjourn the meeting.</p> <p>Next Meeting: Oct. 26, 2018, 10:00 a.m., LH, 414</p>	

COMMUNICATIONS COMMITTEE

MINUTES

DATE 11/30/18

TIME 10:05

LOCATION LH, 414

MEETING CALLED BY	Julie Cajigas, chair	
TYPE OF MEETING	Monthly Meeting	
PRESIDER	Julie Cajigas, chair	
NOTE TAKER	Pam Duncan, secretary	
ATTENDEES	Attendees: Pam Duncan; Kristin Foy-Sampson; Amy Freels; Wayne Hill; Tiffany Schmidt; Heather Walter Absent with notice: Elizabeth Kennedy Julie Cajigas	
Agenda topics:		
10:04 – 10:06	CALL TO ORDER	JULIE CAJIGAS
DISCUSSION	Presiding chair (Walter) called the meeting to order. The committee did not request changes to the agenda. As the October meeting was an informal presentation of the student SEFA campaign proposals, minutes were not taken.	
10:08 – 10:45	OLD BUSINESS	JULIE CAJIGAS
DISCUSSION	Heather Walter led a review of the SEFA student PR campaign and calendar (See appendix with calendar details). Committee agreed to review social media analytics and post-campaign data from ZipAssist to determine effectiveness. Phase two of this campaign will focus on “Families Helping Families” campaign support.	
10:45 – 10:53	NEW BUSINESS	WAYNE HILL
DISCUSSION	1. Committee goals for 2018-2019 were discussed. Final language will be reviewed by committee and approved by Wednesday, December 5. 2. New committee roster was distributed.	
10:53	ADJOURN	WAYNE HILL
DISCUSSION	Motion to adjourn: 1. Heather Walter 2. Tiffany Schmidt The committee voted unanimously to adjourn the meeting. Next Meeting: January 18, 2019 2:00 a.m., LH, 416	

Appendix

Content Posting Calendar - Student Emergency Financial Aid (SEFA) Campaign

26-Nov	27-Nov	28-Nov	29-Nov	30-Nov
Screen Recording Video - YT, I, FB, SN (Team 2)	Snapchat Series, First Snap - SN (Team 1)	Did You Know Parent Group Post 1 - FB (Team 2)	Twitter Thread - T (Team 2)	Humans of New York Post 1 - I, FB (Team 3) BOOST \$20
			Zippy Video - YT, FB, T (Team 1) BOOST \$80	Snapchat Series, Second Snap - SN (Team 1)

3-Dec	4-Dec	5-Dec	6-Dec	7-Dec
Instagram Story - I Highlight (Team 3) Boost \$30				
	Instagram Quiz Post 1 - I (Team 1)	Did You Know Parent Group Post 2 - FB (Team 2)	Insta Quiz Winner Announcement (Team 1)	Humans of New York Post 2 - I, FB (Team 3) BOOST \$20
	Instagram Quiz Post 2 - I (Team 1)	Snapchat Series, Third Snap - SN (Team 1)		Snapchat Series, Fourth Snap - SN (Team 1)
	Instagram Quiz Post 3 - I (Team 1)			