Communications Committee

MINUTES
NOVEMBER 21, 2011  2:00 P.M.

MEETING CALLED BY               Candace Campbell Jackson
TYPE OF MEETING                 Initial
FACILITATOR                     Wayne Hill and Eileen Korey
NOTE TAKER                      Cindy Gessel
ATTENDEES                        Candace Campbell Jackson, Wayne Hill, Eileen Korey, Zachariah Lowe, Justin Orashan, Dean Stan Silverman, Jim Shuster, Kim Gentile, William Baker, Steve Sedlock, Cassie Verardi

Agenda topics

INTRODUCTIONS                    CANDACE CAMPBELL JACKSON

DISCUSSION                      Candace Campbell Jackson introduced Wayne Hill (Associate Vice President/Chief Marketing Officer) and Eileen Korey (Associate Vice President/Chief Communications Officer). They will be serving as co-conveners.

CONCLUSIONS                     Candace Campbell Jackson will not be serving with the Committee now that Ms. Korey and Mr. Hill are co-conveners.

ACTION ITEMS

REVIEW COMMITTEE PURPOSE         WAYNE HILL

DISCUSSION                      A review took place of the purpose of the Committee as outlined in the University Council master document.

CONCLUSIONS                     Members of the committee need to review and become very familiar with the purpose of the Committee.

ACTION ITEMS

Prior to the next meeting, members will focus on the first two bullet points and be prepared to discuss them at the next meeting.

PERSON RESPONSIBLE          DEADLINE
All members                     Next meeting
### ELECT OFFICERS

**DISCUSSION**
Elections were held for the positions of Chair, Vice Chair and Secretary.

**CONCLUSIONS**
Kim Gentile (CPAC) – Chair; Jim Shuster (SEAC) – Vice Chair; Mike Szczukowski (CPAC) – Secretary.

**ACTION ITEMS**

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<td>Hill/Korey</td>
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### STRATEGIC COMMUNICATIONS PLAN DEVELOPMENT

**DISCUSSION**
General discussion took place regarding communication – both internally and externally – at UA.

**CONCLUSIONS**
There can be improvements made regarding communication at UA.

**ACTION ITEMS**

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### FUTURE AGENDA ITEMS

**DISCUSSION**
Discussion took place regarding future agenda items.

**CONCLUSIONS**
In addition to being prepared to discuss committee responsibilities and improvements that can be made regarding communications, members need to be prepared at the next meeting to discuss any databases/resources at the institutional level used for the purpose of communications generally.

**ACTION ITEMS**

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**OBSERVERS**
Cindy Gessel

**RESOURCE PERSONS**

**SPECIAL NOTES**