COMMUNICATIONS
MINUTES
DECEMBER 14, 2011  3:00 P.M.
COMMUNICATIONS COMMITTEE

MEETING CALLED BY  Kim Gentile
TYPE OF MEETING  Communications History/Outlook
FACILITATOR  Kim Gentile and Eileen Korey
NOTE TAKER  Mike Szczukowski and Cindy Gessel

Agenda topics
3:00 – 3:05 P.M.  INTRODUCTIONS AND WELCOME  KIM GENTILE
Discussion  Introductions were made of all of the attendees.

3:05 – 3:10  REVIEW/APPROVAL OF NOVEMBER 21, 2011 MEETING MINUTES  KIM GENTILE
Discussion  The minutes were approved by the committee with the suggestion of changing the electronic name of the document to reflect the topic of the meeting to differentiate the minutes from other minutes that will be posted to the University Council website.

3:10 – 3:30  ABBREVIATED HISTORY OF UA’S MARKETING AND COMMUNICATIONS EFFORTS  PAUL HEROLD, SPECIAL ASSISTANT TO THE PRESIDENT AND ASST. SECRETARY TO THE UA BOARD OF TRUSTEES
Discussion  In the 1950s the University created the University News Service. In the 60s a publications office and radio/TV office was established which functioned more as a public relations interface. In 1967 UA became a state university. Over the next 10 years the number of students increased from 10,000 to 20,000. In the mid-1980s the University moved to centralized communications which included bringing an ad agency in-house. The services expanded to include multi-media, video, and film. In the 1990s the state of Ohio experienced massive budget cuts. As a result the communications area was downsized and decentralized. UA started utilizing market research provided by STAMATS. The first report published in 1998 revealed UA was not known outside Summit County. Integrated marketing was implemented. By 2003 UA is well known in the state. A communications audit was conducted in 2003 which demonstrated the need for improved internal communications. The Director of Internal Communications position was created as a
result. When Dr. Proenza was the first president to feel comfortable discussing marketing and increasing market share. As a result, the first major TV campaign was produced. A handout from a 2005 presentation was distributed which depicted the sales units and target audiences in a matrix format.

CONCLUSIONS
The committee should have the opportunity to review the STAMATS research report if possible.

ACTION ITEMS
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<td>Obtain a copy of the STAMATS research report if available.</td>
<td>Eileen Korey</td>
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DISCUSSION
Goal: To build understanding across campus about University initiatives and challenges, and to engage in two-way communication with groups important to our success so that we adapt mutually, for the benefit of all. Mr. Kropff reviewed the methods used to communicate. Two-way communication for faculty and staff via: email, web, face-to-face (example: campus forums), direct (intercept employees), social media, text messaging (safety only), posters and print. Two-way communication with students via: email, web, face-to-face, social media, direct, text messaging, posters, advertising, public service announcements on WZIP, notes in statements, table tents, print. University Council will be a big tool to effect communication. A handout was distributed which provided more detail related to the communication tools used by Internal Communications area, as well as providing the improvements made since the 2003 Communications Audit. The website is generally used as a marketing tool. The intranet site (through Zipline) is used for students, faculty and staff.

CONCLUSIONS
Research needs to be conducted to determine how much money is being spent across campus in an attempt to communicate. Serious consideration needs to be given to marshaling resources and developing a centralized effort directed to an effective communications plan. Additional people from Institutional Marketing should be invited to speak at the next meeting.

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<td>Identify and invite guests from Institutional Marketing – possibly Lori Meek regarding Advertising.</td>
<td>Kim Gentile</td>
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OBSERVERS
Cindy Gessel

RESOURCE PERSONS
Paul Herold and Robert Kropff

SPECIAL NOTES