Meeting
MINUTES
NOVEMBER 2, 2012 1:30 PM
COMMUNICATIONS COMMITTEE

MEETING CALLED BY Kim Gentile
TYPE OF MEETING UA Pocket Facts and UC Bylaws
FACILITATOR Kim Gentile
NOTE TAKER Mike Szczukowski
ATTENDEES Enoch Damson, Kim Gentile, Wayne Hill, Eileen Korey, Justin Orashan, Neal Raber, Steve Sedlock, Christopher Serio, Mike Szczukowski

Agenda topics
1:30 P.M. CALL TO ORDER AND APPROVAL OF MINUTES KIM GENTILE

DISCUSSION Minutes from the October 12, 2012 meeting were reviewed.

CONCLUSIONS Motion was made, seconded and unanimously passed to approve the meeting minutes of October 12, 2012.

ACTION ITEMS

1:35 P.M. UPDATE ON UA POCKET FACTS PROJECT WAYNE HILL

DISCUSSION The Pocket Facts booklet will be updated with the information from 2012. The booklet will be going to the printer in the very near future.

Full-time and part-time employees, as well as retirees, will receive a copy of the booklet.

The booklet will also be put online.

CONCLUSIONS

ACTION ITEMS

1:40 P.M. COMMUNICATION SURVEY STEVE SEDLOCK

DISCUSSION The Communication survey was put on Sharepoint. Sedlock will meet with Dr. Bill Baker to re-draft. It should be distributed after the winter break.

Individuals provided feedback through the Sharepoint site. Sedlock will re-post it after the survey has been updated for the purpose of receiving additional input.

Once the survey is final the committee will let leadership know. The results will be posted via several ways, including Zipmail, email digest, and other media. It was noted that Zipmail can be awkward, but the results will be posted as a single Zipmail.

CONCLUSIONS Sedlock will meet with Baker.

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<thead>
<tr>
<th>ACTION ITEMS</th>
<th>PERSON RESPONSIBLE</th>
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<tbody>
<tr>
<td>Meeting will take place between Sedlock and Baker to re-draft the survey.</td>
<td>Sedlock is responsible for scheduling the meeting.</td>
<td>Next meeting</td>
</tr>
<tr>
<td>Redrafted survey will be posted to Sharepoint for the purpose of soliciting additional feedback.</td>
<td>Sedlock will post the survey.</td>
<td>Next meeting</td>
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**2:00 P.M.**

**UPDATE ON GEORGY COHEN, COMMUNICATIONS CONSULTANT**

**DISCUSSION**

Eileen Korey and Wayne Hill will be receiving the deliverable from Ms. Cohen by the end of next week.

Korey suggested that Bob Kropff and Terra Milo be invited to give the presentation regarding the UA website that was presented to the senior leadership team. Gentile will invite them to the next meeting.

**CONCLUSIONS**

Gentile will invite Kropff and Milo to next meeting to give presentation.

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<tr>
<td>Gentile will invite Kropff and Milo to the next meeting.</td>
<td>Gentile</td>
<td>Next meeting</td>
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**2:15**

**NAME CHANGE FOR INSTITUTIONAL MARKETING**

**DISCUSSION**

The name of the department is controlled by University rules. There is a proposal to change the UA rule related to the Public Affairs department. This will offer an opportunity to change IM’s department name.

Two names being considered: Marketing and Communication OR Communication and Marketing.

Hill and Korey will be presenting to the UA board committees. The name change needs to be discussed at this committee level and endorsed by the members. Members are invited to submit name suggestions.

**CONCLUSIONS**

The committee, Wayne Hill and Eileen Korey will continue the discussion of proposing a name change for the Institutional Marketing department.

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<tr>
<td>Members are to forward suggested department names to Hill and Korey.</td>
<td>All members.</td>
<td>Ongoing</td>
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**2:25 P.M.**

**UNIVERSITY COUNCIL BYLAWS**

**DISCUSSION**

A copy of the proposed revised University Council bylaws was distributed and discussed. It was determined by the committee that Section (v) on page 11 and entitled ‘Communications committee’ needs to be reworded. Steve Sedlock will provide the new language.

On page 11, Section (ix) and entitled ‘Public affairs and development committee’: the term ‘public relations’ needs to be removed from this section.

Suggested changes and feedback need to be submitted to the University Council before November 21, 2012.

**CONCLUSIONS**

The few suggested changes will be submitted to the University Council.

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<tr>
<td>The section regarding the Communications Committee will be reworded.</td>
<td>Steve Sedlock</td>
<td>Nov. 21, 2012</td>
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<tr>
<td>It will be recommended that the term ‘public relations’ be removed from the descriptive paragraph regarding the Public Affairs and Development Committee.</td>
<td>Steve Sedlock</td>
<td>Nov. 21, 2012</td>
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## NEW BUSINESS

**KIM GENTILE**

### DISCUSSION

Two goals have been identified by the University Council for this committee: (1) Review the Communications and Marketing Strategic Plan and discuss roles; and (2) Discuss the development of an email signature and business card design.

There was discussion that the rules need to reflect that Institutional Marketing has the authority to design/approve the business card templates. It was expressed that there needs to be a brand standard for the business cards.

There was also discussion that there is a connection between social media and brand dilution because the social media method of UA's communication (both internal and external) is decentralized.

### CONCLUSIONS

There needs to be a business card template designed. Further discussion will take place at the next meeting.

### ACTION ITEMS

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## MISCELLANEOUS

**WAYNE HILL**

### DISCUSSION

The President’s report to the community is ready. The website that has been designed is excellent.

Neal Raber did some research regarding the Email Digest and the method of distribution to retirees. Some retirees knew to contact Kropff or Joette Dignan Weir to be included on the list. HR can provide an Excel spreadsheet of the retirees. It was suggested that the retirees receive an email inquiring if they would like to receive the Email Digest. Alumni can opt in to receive the Email Digest. They can also access it online through the UA website.

### CONCLUSIONS

The retirees need to be contacted regarding the Email Digest.

### ACTION ITEMS

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<td>Obtain a copy of the retiree spreadsheet.</td>
<td>Cindy Gessel</td>
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## ADJOURNMENT

### CONCLUSIONS

Motion to adjourn was made, seconded and passed unanimously by the members.

### OBSERVERS

Cindy Gessel

### RESOURCE PERSONS

Cindy Gessel

### SPECIAL NOTES