The University of Akron
University Council Meeting – Tuesday, May 8, 2012
Communications Committee Report

1) The Communications Committee reviewed Appendix B5 in the University Council White Paper and recommends to redefine our responsibilities as:
   • Assess and make recommendations regarding the University’s internal/external communication strategies and practices.
   • Provide/receive continuing feedback to/from University Council on systemic communication issues.
   • Track issues that have a direct institution-wide impact and recommend action as appropriate.
   • Gather feedback from the constituents that each committee member represents and bring attention to issues for consideration by the whole committee.
We will be submitting this recommendation to the steering committee for their review.

2) The members of the Communication Committee will use the high points of Vision 2020 as a framework for determining strengths and weaknesses of our current communication strategies. For example, committee members will connect with their constituents to find out how they learn about issues (Vision 2020, Akron Experience, Enrollment policy modifications, etc.) on campus and how they prefer to be informed/modes of communication. When something happens at The University of Akron, how do you want to learn about it.

3) We are inviting Bob Kropff to the next meeting to provide information on the background of the current status of the Web.