Communications Committee Report

Summer Initiatives

- Access constituents on campus – faculty, classified staff, contract professionals, undergraduate and graduate students – to learn how they currently learn about things on campus and what method of communication do they prefer. Schedule meeting with Bob Kropff to discuss further.

Fall Initiatives

- Strategic Plan – Determine status of the strategic plan, next steps and role of the Communications Committee based on review of the plan.
- Google analytics – Invite Bob Kropff and Brad Rice to committee meeting to discuss this tool for measurement on how people use/navigate the Web. Determine the role that this committee should have/could have regarding modifications to the Web.
- UA Fact Sheet – Develop UA Fact Sheet to share with all UA employees and students. The form could be in an electronic and print format. The goal is for employees to know general information about the University so that they can feel empowered to be ambassadors for UA.

Spring Initiatives

- Discuss developing standard business card and e-mail signature for UA employees.
- Assemble an “Ambassadors for UA” group