Meeting MINUTES

OCTOBER 21, 2013  2:30 P.M.  COMMUNICATIONS COMMITTEE

<table>
<thead>
<tr>
<th>MEETING CALLED BY</th>
<th>Kim Gentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE OF MEETING</td>
<td>Election of Committee Chair and Effectiveness Initiative</td>
</tr>
<tr>
<td>FACILITATOR</td>
<td>Kim Gentile</td>
</tr>
<tr>
<td>NOTE TAKER</td>
<td>Cindy Gessel</td>
</tr>
<tr>
<td>ATTENDEES</td>
<td>William Baker, Marissa Blewitt, Christine Culbertson, Kim Gentile, Wayne Hill, Eileen Korey, Chelsea Formanik, Neal Raber, Scott Roberts, Jeanne Semilia, Christopher Serio, Stan Silverman, Deborah Wilhite</td>
</tr>
</tbody>
</table>

Agenda topics

2:30 P.M.  APPROVAL OF MINUTES  KIM GENTILE

| DISCUSSION | The minutes of the meeting held on September 16, 2013 were approved as modified. |

2:35 P.M.  ELECTION OF OFFICER (CHAIR)  KIM GENTILE

| DISCUSSION | The Faculty Senate is in the process of appointing a faculty member to the committee. Once that has taken place, the election of the Committee Chair will take place. |

2:40 P.M.  EFFECTIVENESS INITIATIVE FOR COMMUNICATIONS & MARKETING  WAYNE HILL

| DISCUSSION | Hill reported that he and Korey met with the Provost three weeks ago. It was a follow-up meeting to continue the discussion started at the VP and Dean meetings. Reviewed expenditures, benchmarking with other institutions, and the recommendation to move to a hybrid reporting structure with communications individuals who are staff assigned to Colleges and report to Deans. The recommendation made is to add a dotted line reporting to Hill and Korey. They will develop a rationale and provide to Dr. Sherman that the Provost can implement. |

| CONCLUSIONS | |

<table>
<thead>
<tr>
<th>ACTION ITEMS</th>
<th>PERSON RESPONSIBLE</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop rationale</td>
<td>Hill and Korey</td>
<td>November</td>
</tr>
</tbody>
</table>
2:50 P.M. NEW BUSINESS – BUDGET CUTS; CBA EILEEN KOREY AND WAYNE HILL

DISCUSSION
The School of Law lost its communications and marketing staff person. The position was posted on the jobs webpage and UCM has been involved in crafting the position description. There is an opportunity with the Law School to share the budget and reporting line for this position.

Marketing and communications functions have been hit with budget cuts resulting in the elimination of two positions out of three. College of Education and the Buechtel College of Arts & Sciences has lost the staff people in these positions. This results in more pressure on UCM as UCM will try and assist COE and CAS as much as possible.

Discussion took place regarding the possibility of providing a link so that individuals could submit story ideas so as to try and offset the loss of the two communications positions. Serio advised that the USG senators meet with the Deans on a regular basis. They could inquire at these meetings if there are any newsworthy stories on the horizon. Consideration was given to suggesting that graduate assistants in each college assist in identifying new stories.

UCM is assisting with marketing the Saturday MBA out of the College of Business and Administration.

CONCLUSIONS

ACTION ITEMS

PERSON RESPONSIBLE

DEADLINE

3:10 RETENTION SUMMIT EILEEN KOREY

DISCUSSION
A memorandum from the University Council Steering Committee is being released today endorsing the Summit on Retention taking place November 13 and 14.

The committee members were encouraged to promote the summit to their constituency groups in an effort to stimulate participation.

CONCLUSIONS

ACTION ITEMS

PERSON RESPONSIBLE

DEADLINE

3:20 P.M. CURRENT MARKETING INITIATIVES WAYNE HILL

DISCUSSION
UCM has partnered with Admission to address traditional age recruitment challenges in TV, print, billboards, online and social media.

The new 30-second TV ad will start airing Wednesday, as well as the billboard ad and the Akron Beacon Journal ad wrap. The focus is recruitment directed at new students and parents. There will also be a regional Super Bowl ad.

CONCLUSIONS

ACTION ITEMS

PERSON RESPONSIBLE

DEADLINE

3:30 ADJOURNMENT KIM GENTILE

The meeting adjourned at 3:30 p.m.