<table>
<thead>
<tr>
<th>Meeting MINUTES</th>
<th>FEBRUARY 25, 2013 9:30 A.M.</th>
<th>COMMUNICATIONS COMMITTEE</th>
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**MEETING CALLED BY** | Kim Gentile |
**TYPE OF MEETING** | Feedback from Social Media Consultant and Effectiveness Initiative |
**FACILITATOR** | Kim Gentile |
**NOTE TAKER** | Cindy Gessel |
**ATTENDEES** | William Baker, Enoch Damson, Bryan Dennis, Kim Gentile, Wayne Hill, Eileen Korey, Justin Orashan, Neal Raber, Jeanne Semilia, Stan Silverman, Mike Szczukowski |

### Agenda topics

**9:30 A.M.**

**APPROVAL OF MINUTES**

| DISCUSSION | The minutes of the meeting held on January 28, 2013 were reviewed and approved as submitted. |

**CONCLUSIONS**

**ACTION ITEMS** | PERSON RESPONSIBLE | DEADLINE |

**9:35 A.M.**

**COMMUNICATIONS SURVEY**

| DISCUSSION | Gentile provided an update in Steve Sedlock’s absence. The survey is ready to be distributed. Sedlock will coordinate the dissemination through My Akron, the faculty/staff webpage, current student groups, edigest, special Zipmail, Org Sync, Springboard, CPAC, GSG, Faculty Senate, Deans and VPs. |

**CONCLUSIONS**

**ACTION ITEMS** | PERSON RESPONSIBLE | DEADLINE |

Survey will be disseminated through the channels identified. | Steve Sedlock | One week |
### 9:45  
**INSTITUTIONAL MARKETING NAME CHANGE**  
**WAYNE HILL**

**DISCUSSION**  
Wayne Hill and Eileen Korey need to draft a letter to the Office of Academic Affairs stating why the name is changing and noting there is no new/additional cost to the University. Julie Burdick, the OAA Board liaison, will inform the Provost and with his approval, it will be presented to the UA Board of Trustees.

**CONCLUSIONS**

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<th>ACTION ITEMS</th>
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<tbody>
<tr>
<td>Hill and Korey will draft the letter.</td>
<td>Wayne Hill and Eileen Korey</td>
<td></td>
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### 9:50 A.M.  
**UA BUSINESS CARDS**  
**WAYNE HILL AND MIKE SZCZUKOWSKI**

**DISCUSSION**  
Mike Szczukowski distributed samples of cards currently in use. Only three of those versions are formally approved. It was discussed that consideration should be given to implementing a policy that, as cards run out, only approved formats be offered for replacement.

Mike Szczukowski is going to conduct a cost analysis comparing the services provided by Printing Services with the services provided by outside vendors.

It was recommended that Institutional Marketing staff should develop the card designs, including styling for a two-sided version. Two templates will be developed for approval.

**CONCLUSIONS**

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<tbody>
<tr>
<td>Conduct a cost analysis comparing the services provided by Printing Services and outside vendors.</td>
<td>Mike Szczukowski</td>
<td>Next meeting if possible</td>
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### 10:05 A.M.  
**UA POCKET FACTS**  
**WAYNE HILL**

**DISCUSSION**  
The pocket facts brochure has been printed and is in the process of being distributed.

**CONCLUSIONS**

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10:10  EMAIL DIGEST FOR RETIREES  KIM GENTILE

**DISCUSSION**
Retirees do not receive the email digest unless they have added their email address to the distribution list managed by Bob Kropff. Neal Raber will contact Cathy Edwards for the current retiree contact list. Those with email will receive an invite to request the Email Digest. Those without email will receive a letter in the mail.

It was suggested that Bob Kropff from Institutional Marketing assist with this project.

**CONCLUSIONS**

**ACTION ITEMS**
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<tbody>
<tr>
<td>Cathy Edwards will be contacted for the retiree list.</td>
<td>Neal Raber</td>
</tr>
<tr>
<td>An email or letter will be distributed to retirees.</td>
<td>Neal Raber and Bob Kropff</td>
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10:20  FEEDBACK FROM SOCIAL MEDIA CONSULTANT  EILEEN KOREY

**DISCUSSION**
Eileen Korey reviewed an executive summary of the feedback from the social media consultant retained by Institutional Marketing. The summary is attached.

A social media specialist position is currently posted on the university’s job webpage. The position will report to Bob Kropff in Institutional Marketing.

**CONCLUSIONS**

**ACTION ITEMS**
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10:35  EFFECTIVENESS INITIATIVE  EILEEN KOREY

**DISCUSSION**
An initiative has been implemented whereby 13 teams have been formed to evaluate new revenue streams and cost savings. Korey is the team lead for the Communications and Marketing team.

Members of the committee are to provide Korey with any information regarding colleges and/or departments that generate communications and/or marketing efforts with their in-house personnel.

**CONCLUSIONS**

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10:40  COLLEGE COMMUNICATIONS AND MARKETING SURVEY  WAYNE HILL

**DISCUSSION**
Roberta DePompei, interim dean of the College of Health Professions, will be distributing a
communications and marketing survey to the deans requesting information related to staff and/or expenses designated by their college for this area.

CONCLUSIONS

ACTION ITEMS

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<tr>
<td>Results of the survey will be shared at the next committee meeting.</td>
<td>Wayne Hill</td>
<td>Next meeting</td>
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OBSERVERS

| RESOURCE PERSONS | Cindy Gessel       |

SPECIAL NOTES

- On April 23 a member of the committee – Dr. William Baker – is the speaker for the Workplace Wisdom series. His presentation is entitled: **Learning to Unlearn -- Breakdown personal barriers to innovative thinking**.
- The next meeting is scheduled for Monday, March 25 from 9:30 – 11:00 in the McCollester Conference Room, Buchtel Hall. Due to spring break Cindy Gessel will attempt to reschedule the meeting for the week prior to spring break.