Meeting
MINUTES
MARCH 18, 2013
9:30 A.M.
COMMUNICATIONS COMMITTEE

MEETING CALLED BY
Kim Gentile

TYPE OF MEETING
Communications Survey and Standard UA Business Cards

FACILITATOR
Kim Gentile

NOTE TAKER
Cindy Gessel

ATTENDEES
William Baker, Enoch Damson, Kim Gentile, Wayne Hill, Eileen Korey, Justin Orashan, Neal Raber, Steve Sedlock, Jeannie Semilia, Christopher Serio, Stan Silverman, Mike Szczukowski, Deborah Wilhite

Agenda topics

9:30 A.M. APPROVAL OF MINUTES KIM GENTILE

DISCUSSION
The minutes of the meeting held on February 25, 2013 were reviewed and approved as submitted.

CONCLUSIONS

ACTION ITEMS

9:35 A.M. COMMUNICATIONS SURVEY STEVE SEDLOCK

DISCUSSION
Sedlock reported that the survey has been distributed. They have received 469 completed responses broken down as follows: 397 employees (CPs 190, FT Staff 138, PT Staff 7, FT Faculty 40, PT Faculty 11, Retiree 2, Administrator 9) and 72 students (FT Grad 21, PT Grad 2, FT Ugrad 45, PT Ugrad 4).

Sedlock forwarded the survey to the faculty senate for assistance in distribution to faculty members.

The deadline for responding to the survey is March 29.

CONCLUSIONS
It was recommended that the survey be forwarded to the deans for dissemination to the faculty. Korey will forward it to the deans. Orashan will forward it to the student organizations.

ACTION ITEMS

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<th>PERSON RESPONSIBLE</th>
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<tr>
<td>Korey</td>
<td>ASAP</td>
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<td>Orashan</td>
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<td>Korey and Orashan</td>
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9:45  UA BUSINESS CARDS  WAYNE HILL AND MIKE SZCZUKOWSKI

**DISCUSSION**
Mike Szczukowski did a cost analysis of UA business cards printed by outside vendors and by UA Printing Services. Per 500 cards the cost by vendors is between $41 and $95. UA Printing Services averages $55.

Ron Ramos from Institutional Marketing is also reviewing current costs.

**CONCLUSIONS**

**ACTION ITEMS**

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<td>Szczukowski will report at the next meeting of any updated cost comparisons. Hill will provide any updated information provided by Ron Ramos.</td>
<td>Szczukowski and Hill</td>
<td>Next meeting</td>
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10:00 A.M.  EMAIL DIGEST FOR RETIREES  NEAL RABER

**DISCUSSION**
Raber advised that the retiree board wants UA retirees to have the option of opting in, not opting out of receiving the Email Digest. The retirees have received a separate request in an email inquiring if they would like to receive the Email Digest. He does not know how many have signed up to receive it, but will contact Bob Kropff and obtain the number.

**CONCLUSIONS**

**ACTION ITEMS**

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<tr>
<td>Raber will contact Kropff to determine how many retirees have requested to receive the Email Digest.</td>
<td>Raber</td>
<td>Next meeting</td>
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10:10 A.M.  EFFECTIVENESS INITIATIVE FOR COMMUNICATIONS AND MARKETING  EILEEN KOREY AND WAYNE HILL

**DISCUSSION**
The Communications and Marketing team is continuing to identify the individuals on campus who are responsible for marketing and/or communications in their college or department.

Dr. Roberta DePompei distributed a survey to the deans regarding marketing and communications. The results were just received and Korey did a brief overview of the responses. Overall the results indicated that some deans are opposed to a centralized approach while most appear to be supportive of a hybrid process.

Members of the team are contacting marketing and communications colleagues at other institutions to inquire what process (centralized, decentralized, hybrid) is used and an organizational chart of the department.

Hill reviewed expenses that reflect funds spent by the university on advertising, consulting, printing, etc. There was discussion about the need to coordinate these kinds of efforts to control cost. It was noted that there is a need to understand standards and establish a budget mechanism.

The report of the team is due to the VPs in May.

**CONCLUSIONS**

**ACTION ITEMS**

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The appointments of the following committee members have expired. It is anticipated that all will be reappointed by their respective group: Bryan Dennis, Justin Orashan, Steve Sedlock, Jeanne Semilia, Christopher Serio and Mike Szczukowski.

Gentile's term as chair ends in May.

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.