**Meeting MINUTES**

**MARCH 31, 2014  11:00 A.M.**

**COMMUNICATIONS COMMITTEE**

<table>
<thead>
<tr>
<th>MEETING CALLED BY</th>
<th>Chris Serio</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE OF MEETING</td>
<td>Update on Buchtelite Survey; Action Plan</td>
</tr>
<tr>
<td>FACILITATOR</td>
<td>Cindy Gessel</td>
</tr>
<tr>
<td>NOTE TAKER</td>
<td></td>
</tr>
<tr>
<td>ATTENDEES</td>
<td>James Durbin, Kim Gentile, Wayne Hill, Kathleen Hurley, Eileen Korey, Neal Raber, Rex Ramsier, and Christopher Serio</td>
</tr>
</tbody>
</table>

**Agenda topics**

**11:00 A.M.**

**APPROVAL OF MINUTES**

**CHRIS SERIO**

**DISCUSSION**

The minutes of the meeting held on March 3, 2014 were approved as submitted following a motion by Neal Raber and a second by Kim Gentile. Rex Ramsier abstained since he did not attend the March 3 meeting.

**CONCLUSIONS**

**ACTION ITEMS**

**PERSON RESPONSIBLE**

**DEADLINE**

**11:05 A.M.**

**BUCHTELITE SURVEY DISCUSSION**

**EILEEN KOREY**

**DISCUSSION**

Preliminary results revealed that there were 2,900 student responses from the survey that was distributed via Zipmail. The Buchtelite adviser needs help collating the data. James Durbin offered to assist.

24,000 students received the survey, 42% opened the email, 26% clicked the link to begin, 89% of those individuals completed and submitted the survey. 2,900 students represent 12% of the student population.

**CONCLUSIONS**

**ACTION ITEMS**

**PERSON RESPONSIBLE**

**DEADLINE**

An additional update will be provided at the next meeting. James Durbin  Next meeting

**11:15 A.M.**

**2013 SURVEY**

**EILEEN KOREY AND CHRIS SERIO**

**DISCUSSION**

The survey from last year was reviewed. Those surveyed expressed the desire that Zipmail be better organized into either categories (ex.: sports, parking services, clubs) or in chrono order.

Zipmail is produced with a product management tool managed by IT. UCM provides the content. At the next committee meeting, Korey will have those who produce Zipmail present to explain upcoming changes. Jessica Bixby will also be invited back to provide an update on UA’s social media efforts. Significant progress is being made. The goal is to better utilize social media to communicate with students.

As a result of the survey, the Email Digest has moved to a daily release. Changes to MyAkron have been made to help improve communications.

It was suggested that an advisory group of students could help with content and channel of distribution when dealing with communications to students. It would be helpful with the upcoming campaigns. Emails to students from Dr. Proenza and Dr. Sherman have been effective.

**CONCLUSIONS**
On Wednesday, April 2, UA will be launching a safety awareness campaign. Many students are not registered to receive Z-Alerts. The campaign will involve all modes of communication including placards on the Roo Express. The committee is working with Summit County Crime Stoppers. At the next meeting there will be a report providing the results.

Discussion took place regarding issues of importance to the students, such as: credit plateau (student faculty has a resolution to increase credit plateau to 18), students going to community colleges for summer credit, use of Springboard by the faculty.

Rex Ramsier is going to pursue obtaining data as to the faculty members who use Springboard and those who do not. An effort will be made to find why some members of the faculty do not utilize Springboard. Wayne Hill will pursue information from Institutional Research and IT regarding Springboard usage with organized class sections.

General discussion took place regarding the method of delivery of the two surveys discussed (email through Qualtrics, OrgSync, zipmail) and the incentives used.

Twitter and Facebook appear to be the most used mediums. People don’t want to be ‘over’ texted. Do we know if Twitter is best received? When would students be most inclined to read Zipmail? What do students want to know about?

In an effort to improve communication, IT will be contacted to determine the following: (1) The default screen – can we push out something of importance such as making it mandatory to log off/log in which will prompt the delivery of a message; (2) Mandatory message being pushed to computers when someone is trying to access Springboard, their schedule, etc.

Wayne Hill will pursue information from Institutional Research and IT regarding Springboard usage with organized class sections.

Rex Ramsier is going to pursue obtaining data as to the faculty members who use Springboard and those who do not. An effort will be made to find why some members of the faculty do not utilize Springboard.

The meeting adjourned at noon.