

COMMUNICATIONS COMMITTEE

MINUTES

DATE 04/15/20

TIME 1:00 PM

VIRTUAL MEETING

<b>MEETING CALLED BY</b>	Tiffany Schmidt, chair		
<b>TYPE OF MEETING</b>	Monthly Meeting		
<b>PRESIDER</b>	Tiffany Schmidt, chair		
<b>NOTE TAKER</b>	Pam Duncan, secretary		
<b>ATTENDEES</b>	<p><b>Attendees:</b> Sharon Crawford; Pam Duncan; Tammy Ewin; Kristin Foy-Sampson; Amy Freels; Robert Peralta; Marnie Saunders; Tiffany Schmidt; Sherry Sims; Heather Walter</p> <p><b>Absent:</b> Sonia Achaleke; Elizabeth Attala; Fathema Yusifi</p> <p><b>Guest:</b> Annie Hanson-Hilaire</p>		
<b>Agenda topics:</b>			
1:03 – 1:05 PM	CALL TO ORDER		TIFFANY SCHMIDT
<b>DISCUSSION</b>	The chair called the meeting to order, and the committee agreed to approve the agenda as presented. February minutes will be approved electronically.		
1:05– 1:25 PM	OLD BUSINESS		ANNIE HANSON/TAMMY EWIN
<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li><b>150<sup>th</sup> Celebration</b> – Annie Hanson-Hilaire (President’s Office) provided an update on sesquicentennial celebration activities that are continuing as planned and addressed questions about those events that were postponed or canceled. The committee received information about virtual events and activities and was invited to attend and support upcoming virtual events. The College of Engineering hopes to reschedule their 150<sup>th</sup> speaker for the fall. The Presidential Investiture was canceled and will not be rescheduled</li> <li><b>UCM update</b> – Tammy Ewin updated the committee on department projects and communications. UA faculty experts (36) are a strong media presence during the pandemic. Faculty members and their research are being featured in the Digest. Advising is conducting Facebook live events. Marketing for new programs is in the developmental phase. The University’s COVID-19 site is becoming a useful tool for the community, as evidenced by the external traffic on the site.</li> </ol>		

1:25 – 1:51 PM	NEW BUSINESS	TIFFANY SCHMIDT
DISCUSSION	<p>1. <b>Transitioning to an online environment</b> – Faculty and staff members shared their successes and challenges. Engineering hopes to reschedule their 150<sup>th</sup> speaker for the fall and conducted its graduate faculty thank you correspondences in conjunction with Graduate School Week. Engineering and School of Communications are developing a collaborative social media platform to support graduate school enrollment.</p> <p>There are certain areas of study that are difficult to translate to an online learning environment, but faculty members are collaborating with colleagues nationwide to share best practices. The committee agreed that the University’s technological capabilities have been reliable and useful during the transition to the remote environment.</p> <p>2. <b>ZipAssist</b> – The committee plans to invite the director of ZipAssist to next month’s meeting for an update on student needs.</p>	
1:51 PM	ADJOURN	TIFFANY SCHMIDT
DISCUSSION	<p>Motion to adjourn:</p> <ol style="list-style-type: none"> <li>1. Heather Walter</li> <li>2. Kristen Foy-Sampson</li> </ol> <p>The committee voted unanimously to adjourn the meeting.</p> <p><b>Next Meeting: May 12, 2020, Microsoft Teams meeting</b></p>	