University Council

Communications Committee Annual Report
May 1, 2017 – August 31, 2018

Current Goals:
(Submitted to UC in September 2017)

Goal/Metric	Accomplished	In Progress	Not Accomplished
1. The standing committee will conduct a preliminary investigation into branding best practices for higher education, and identify key branding constituency groups at our institution.		X	
2. With guidance from research conducted in the previous two years, and additional research and student engagement, the standing committee will create a series of recommendation on how to improve student communication at The University of Akron, specifically in the domain of student-centered culture.		X	
3. The standing committee will begin a review of internal communication practices to provide future recommendations.		X	
4. The standing committee will begin a review of University communications to assure compliance with accessibility standards.	X		

What were your top two successes?

1. Many of the goals of this committee are standing goals – i.e. goals that will never be "accomplished." This year we made great strides towards goal 2 by beginning work on a campaign to help students become aware of and utilize emergency funding available to help retain them and support their degree completion. This grew out of our work on the Food Insecurity survey, which also addresses goal 2. Though we can't say we "accomplished" goal 2, our efforts this year are making a difference in student communication on campus.

2. We were able to fully accomplish the accessibility goal by bringing forward and passing a recommendation that web accessibility be addressed. Now that the recommendation has been passed, the administration is moving forward with a committee to begin to address web accessibility, which is of great importance to both our students and our commitment to being an accessible campus.

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What were your top two challenges?

1. There was very low attendance by student members including both undergraduate and graduate students. We also need student replacements for the committee.

2. We have put significant time into researching and discussing branding, but with the administrative shifts at UA, the timeline for branding efforts has shifted.

Please list the dates of your meetings:

9/13/17

11/8/17

1/19/18

2/16/18

3/16/18

4/20/18

6/15/18

7/6/18

7/20/18

8/6/18