

Communications Advisory Committee (CAC)

September 25, 2020

8:30 am – 9:30 am

Zoom

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Attending: Stephanie Preston (Chair), Karl-Georg Federhofer, Amanda Halbert, Marieka Kaye, Chandan Kumar, Amanda Thatcher, Josh Pasek, Yulia Sevryugina, Caitlin Finlayson (SACUA Liaison); Vice President Kallie Michels, Dave Reid, and Robyn Snyder

Absent: Kayla Niemann (excused)

8:30 Chair Preston called the meeting to order

8:31 Committee members and Vice President Michels gave a brief introductions.

8:39 Chair Preston opened up discussion regarding the committee charge. Feedback from members included refining the language to be more specific in terms of the term university. There was no further feedback on the charge.

9:00 The committee discussed ways that communications from the administration can be more accessible and transparent.

Vice President Michels solicited feedback on ways to improve communications from the administration to the campus community. Requested feedback included:

- Venues and formats that faculty use where communications could be focused.
- Ways to provide more timely and accessible communications.
- How to improve the way that data is shared with the campus community given some of the impediments to data access timing.

Committee Feedback included:

- Sharing information more frequently.
- Making sure that there are disclaimers on data that explain why the data may not be accurate or up to date.
- Following the Michigan Medicine model for weekly communications explaining what is being done and why.
- Providing a central single space for all communications where faculty can access it easily and know week to week where to go to get updates.
- Keep messaging simple by allowing the pertinent facts to be upfront so faculty don't have to read through a lot of text to find the information they need.
- The University shouldn't rely on just the recommendations of the Federal Government given the constant changes but should build a policy and plan around best practices for the safety to all the campus community.

9:25 Matters Arising – The committee did not have time to address the WilmerHale report so this was suggested as an agenda items for the next meeting Nov. 16.

9:32 Meeting was adjourned.