



**Communications Advisory Committee (CAC)
Meeting Minutes**

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Meeting Date: October 28, 2021
Time: 11:00am-12:00pm
Via Zoom

Present: Yulia Sevryugina (Chair), Kallie Michels, David Reid, Marna Clowney-Robinson, Cliff Lampe, Janice Molloy, Damani Partridge, Josh Pasek, Stephanie Preston, Craig Smith, Elizabeth Devlin

Absent: Chandan Kumar, Sarah Murray

Administration: Kallie B. Michels - Vice President for Communications, David Reid - Chief of Staff and Senior Director of Communications

Chair Sevryugina called the meeting to order at 11:03 am.

Chair Sevryugina welcomed the committee members. Committee members gave a brief introduction and explained their interest in participating on the committee.

Chair Sevryugina gave a brief overview of the agenda, future meetings scheduled, and let the committee know that a new poll will be sent out soon to finalize the winter meeting schedule. She explained the committee expectations in following Robert's Rules, member discussion engagement and maintaining confidentiality for sensitive topics.

VP Michels gave a brief history of the committee and how it had evolved over the years to focus solely on communications. VP Michels also communicated to the committee the importance of their feedback and how they have impacted communication strategies with their discussions during the height of the pandemic.

CAC Charge:

Chair Sevryugina shared the approved committee charge and encouraged members to bring forward issues/topics they would like to discuss at future meetings.

[Presentation: Culture Journey – Culture Change: Values Identification](#)
Guest Speaker: Nick Kaleba, Associate Director, HR Communications

Associate Director Kaleba gave an overview of the working group charge, work structure and timelines. The work stemmed from the WilmerHale and Guidepost Solutions recommendations.

Associate Director Kaleba proposed two questions to the committee and requested feedback, as follows:

- What advice do you have for engaging faculty in this work so that they feel represented in the final product?*



•What challenges might we face in communicating a set of unifying university values for the first time?

The committee members provided feedback as follows:

- Political implications of this work in the current environment, especially surrounding the issues of free speech.
- Individuals stating values that might be socially desirable but not an accurate representation of what they really value.
- The realization that everyone does not share the same values or puts the same importance on the same values.
- Finding the right level of the common set of values that are not so vague that they lack meaning.
- Protecting minority opinions and values.
- Individual values evolve and change over time with the changing culture. Once the values are established, will it be something that will be open to revision in the future?
- Faculty participation in working groups should be populated with a diverse group across members of the campus community and not faculty from the same department.

Director Kaleba will bring CAC feedback to the working group.

Urgent Campus Events:

The committee discussed the communications to faculty, staff, and students about the recent threat of gun violence on campus and the investigation.

The committee recommended that possible threat communications should be as transparent as possible about the situation with more information given upfront as opposed to after the fact.

They also suggested full disclosure of the findings of any investigation would alleviate residual anxiety about the situation. The committee also suggested the use of the campus alert system, to get calls, text or emails in real time as the threat is investigated.

The committee suggested the creation of guidelines for faculty after one of these events occur, regarding exam flexibility and classes.

VP Michels explained that when threats are made toward the campus community, DPSS takes the lead on communications regarding any information about the threat. She will relay the committee's feedback to DPSS to address these concerns.



Next Steps:

- VP Michels will clarify why the Dearborn and Flint campuses did not participate in the culture work on the Ann Arbor campus and if they choose to create their own values based on the needs of their specific campuses.
- VP Michels will share the urgent campus events feedback with her team.

Meeting adjourned at 12:00pm.

Respectfully submitted by,
Elizabeth Devlin
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Faculty Senate Office