



Communications Advisory Committee (CAC)

Minutes

March 17, 2021
Zoom

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Approved: June 4, 2021

Present: Karl-Gerog Federhofer, Caitlin Finalyson (SACUA liaison), Amanda Halbert, Marieka Kaye, Chandan Kumar, Kallie Michels, Josh Pasek, Stephanie Preston, David Reid, Yulia Sevryugina

Absent: Amanda Thatcher, Kayla Niemann,

Chair Preston called the meeting to order 3:00 PM

A motion was made to approve the minutes from the January 20, 2021 meeting. There being no further discussion the minutes were approved.

Updates from VP Michels

Return to School

VP Michels shared that it was announced last week that they were going to have much more in person and the plan was communicated during the Friday COVID briefing. The information was added to the website, emailed to the entire campus community with later follow up to parents, alums and text messages sent to students. They worked with schools and college communicators, the Michigan Daily, and media relations to provide them with the information. The understanding was that this approach would have the individuals receiving the information multiple times, but it was important that they have the information.

- VP Michels requested the committee's feedback on what additional information they can provide after that communication.
 - Committee members reported that they have received the communication through multiple channels and that students also seemed aware of the return to campus.
 - Committee and VP Michels discussed if part of the return includes having in person events for those that did not have the opportunity that graduated in 2020 or 2021.
 - VP Michels did indicate that university events have been discussed providing students that missed the in-person opportunity an in-person event in the fall. She requested the committee's feedback as to when that should be announced, before or after the virtual commencement.
 - Committee members suggested that since you cannot guarantee that the event will take place in the fall, to announce it later. It was also recommended that an announcement of an in-person event can be made but to provide the details as to when once the event can be confirmed.
 - Committee members agreed that the announcement of a fall event should occur after virtual commencement.
 - Committee members suggested to communicate on the website that there will be something in person at some later date so that the departments are aware.



- Committee members expressed their concern in regard to returning to campus, if faculty and staff are not yet vaccinated. Recently UM arranged a mass vaccination at the stadium. Committee members asked if it would be possible for the university to arrange another mass vaccination event for faculty and staff. The Dearborn and Flint campuses would like to be included in that.
 - VP Michels responded that the university has the capacity to vaccinate individuals on a large scale, but are limited by the state's distribution. The university has been lobbying to get access. The university is now communicating where people can get vaccinated, examples of CVS, Kroger, etc. The vaccine finder is linked on the website. <https://vaccinefinder.org/>
 - The communication from the Biden administration and Governor Whitmer is that vaccine distribution will increase in the coming weeks.
 - Committee recommended using the voice of the regents to advocate for a large-scale vaccination event to guarantee the vaccination of the university faculty and staff, to safely transition to in-person work as encouraged by the state and the Regents.
 - Committee members also suggested communicating to the state how the university is equipped to vaccinate communities based on the Social Vulnerability Index.
 - The website <https://www.uofmhealth.org/coronavirus/vaccine-info-update> contains numerous resources to information regarding vaccine.
- The Committee discussed returning to work in person and working from home and the possibility of a hybrid model.

Provost Office anti-racism initiatives

VP Michels shared that the Provost announced that she will be introducing several anti-racism initiatives. The rollout of the initiatives has started, and she has provided regular updates. The formation of the taskforce on policing and public safety and the charge received positive feedback. Task force appointment in January interim progress report in February, and three public forums with hundreds of participants.

- The committee recommended there being a consistent voice of anti-racism in the university leadership.
- Committee members suggested when discussing the anti-racism initiatives to think in terms of inclusivity of all three campuses and how the messages may be perceived when communicated to the campuses with more diverse populations.
 - A mechanism for feedback from the Flint and Dearborn campuses on how messages regarding these issues may be perceived from the Flint and Dearborn campus communities.
- Committee members suggested creating engagement opportunities with people of color from communities across the three campuses.
- Committee members suggested an informal venue to discuss anti-racism topics to give people the opportunity to have candid discussions and gain an understanding of the issues and how they affect the university communities.

New topics for consideration

- Committee members suggested:
 - If there are action items or ideas for consideration receiving the agenda topics in advance would be helpful to brainstorm prior to the meetings and include the topics in the body of the emails.
 - Consider how to communicate the scholarly output of the institution and to



- communicate potential resources and infrastructure to support the constantly changing landscape of publication surrounding research.
- Committee recommended the creation of map of where university faculty conduct research. This would help with locating faculty with the capabilities to test international students for language proficiency and communicate to the external community the span of faculty research globally.
 - A committee member offered a link to this website <https://global.umich.edu/> for review to discuss if it contains the information faculty are requesting to fulfill this need.

2:02 pm – Meeting adjourned

Respectfully submitted by,
Elizabeth Devlin
Faculty Senate Office