



**Communications Advisory Committee
Meeting Agenda
October 28, 2021, 11 a.m. – 12 p.m.**

Join Zoom

Agenda Items

1. Introductions. Get to know each Other.

- Yulia Sevryugina, Chair
 - Chemistry Librarian, Library
- Kallie Michels
 - Vice President for Communications, Office of the Vice President for Communications
- Dave Reid
 - Chief of Staff and Director of Communications
- Kayla Niemann
 - Executive Administrator to the Dean
- Damani Partridge, SACUA Liaison
 - Associate Professor, Departments of Anthropology, DAAS
- Marna Clowney-Robinson
 - Access & Information Services Librarian, Library
- Chandan Kumar
 - Associate Research Scientist, MI-ONCOSEQ Clinical Sequencing Core, Department of Pathology, Michigan Medicine
- Cliff Lampe
 - Professor of Information, School of Information
- Janice Molloy
 - Associate Professor, Organizational Behavior, College of Business, Department of Management Studies
- Sarah Murray
 - Assistant Professor, Department of Film, Television, and Media
- Josh Pasek
 - Associate Professor, Political Communication; LSA
- Stephanie D. Preston
 - Professor of Psychology, LSA
- Craig Smith
 - Assessment Specialist, Library



2. Schedule of meetings this semester (You should have received the calendar invites with the Zoom links from Elizabeth Devlin)

- Monday, November 15, 10am-11am
- Thursday, December 16, 11am-12pm

3. Orientation to how we'll run our CAC meetings

- Generally follow [Robert's Rules](#)
- Sensitive data or topics may be discussed - Confidentiality
- CAC members are valued sources of information and advisory to the Vice President for Communications (Kallie Michels)

4. History of the CAC (Kallie Michels)

5. Reviewing the CAC's charge for 2021-2022

- Facilitate communications concerning sustainability, carbon neutrality, and DEI; build trust between the university and faculty, staff, and students through transparent communication about decision processes for issues like sexual harassment, COVID-19, financial setbacks, anti-racism, and challenges to free speech.
- Consider best practices to ensure and facilitate fairness, equity, and inclusion in university communications.
- Examine ways to promote faculty engagement and communicate engagement to the campus, partners, and stakeholders.
- Address other issues brought forward by the committee members and deemed important for the committee to discuss with the VP for Communications

6. Topic 1: Culture Journey

This is the long-term work being done to identify shared values and develop comprehensive plans for a campus culture where everyone feels valued. This work takes on the cultural elements of harassment and positive culture. We could invite the communicator who is working on this project and discuss with the committee for input.

7. Topic 2: Urgent campus events

Urgent campus events: The recent threat of campus gun violence and its investigation opens the door for us to debrief and reevaluate how we communicate with faculty, staff and students to ensure we're doing so in the best way for each



audience at times of great urgency. Input from the committee and hearing faculty experiences and recommendations would be valuable.

8. New business

Collect ideas from CAC members on topics they would like to address this year

9. Adjournment

Next Meeting:

Date: November 15, 2021,

Time: 10 a.m. – 11 a.m.

Location: Zoom