



### **CAC- Communications Advisory Committee**

Meeting Date: 12/1/22

Time: 9-10am

Location: Zoom

#### **Agenda Items**

Call to order, approval of agenda and minutes

Announcements

1) How to reduce email clutter on campus

2) Identifying strategies by audience (How do our strategies change with internal faculty audiences vs. external audiences? Is there a mix in place?)

3) What changes, if any, are being directed for crisis communications?

4) How do we interact around controversial topics?

- Article for reference: <https://www.chronicle.com/article/when-university-marketing-suppresses-academic-freedom>
  - How did the Office of Communications come to the conclusion that the original poster should be censored?
  - Is there a list of controversial topics that the Office is careful with, and if so, could that list be shared with the committee for discussion?
  - What was the decision-making process?

New Business

Adjournment

Next Meeting

Date: 2/13/22

Time: 10-11am

Location: Zoom