



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

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Meeting Date: November 15, 2021
Time: 10:00am-11:00am
Via Zoom

Present: Yulia Sevryugina (Chair), Marna Clowney-Robinson, Chandan Kumar, Stephanie Preston

Absent: Cliff Lampe, Janice Molloy, Kayla Niemann, Josh Pasek, Craig Smith, Cassandra Kelly, Dylan Bernstein

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

Guests: Adam Fisher, Sustainability Communications Manager

Chair Sevryugina called the meeting to order at 10:04 am.

Chair Sevryugina welcomed the committee members and gave them a brief overview of the agenda. She asked the committee members to review and vote on the minutes. The committee voted and approved the October minutes.

UM Sustainability Communication/Carbon Neutrality:

Adam Fisher, Sustainability Communications Manager

Sustainability Communications Manager Fisher introduced himself to the committee and gave an overview of his presentation. He was seeking feedback from the committee regarding their communication strategy. Their goal is to instill sustainability as a core value throughout the university. He is interested in sharing their current websites with the group and gaining insight in how to best engage faculty moving forward.

Below are the links that were shared with the committee:

[Carbon Neutrality Goals](#)

[U-M commits to universitywide carbon neutrality](#)

[The University of Michigan-Flint Partners with the City of Flint on Sustainability Goals for the Future](#)

Sustainability Communications Manager Fisher gave an overview of the President's Carbon Neutrality initiative. The President's Commission on Carbon neutrality, established in February 2019, was charged with recommending scalable and transferable approaches towards net zero emission across all three campuses and Michigan Medicine. The commission concluded in March of 2021 and identified 50 recommendations for UM to achieve net zero emissions. He shared a presentation detailing the recommendations and the strategic efforts in place.



Sustainability Communications Manager Fisher shared with the committee the overarching communications brand called Planet Blue. This branding has been in place for a few years, and they are committed to making it recognizable as touching on every part of sustainability and not just campus individual based sustainability.

He indicated that they recently launched a hub that focuses on three directions. Planet Blue global impact focuses on research and thought leadership. He asked for faculty input on how to highlight those areas. The second is Planet Blue Campus, which can empower different groups such as students, staff, and faculty to live, work and study as sustainably as possible on campus with information about resources to get involved. The third is Planet Blue Carbon Neutrality which shares the university's progress in reaching its goal of net zero emissions.

The committee discussed possibilities to increase visibility of these efforts and creating a broader understanding of what sustainability can mean across campus.

Sustainability Communications Manager Fisher invited the committee to contact him directly with their feedback at agfish@umich.edu. He is requesting feedback and faculty stories that relate to contributions towards global/campus sustainability and impact.

Chair Sevryugina adjourned the meeting as there were no matters arising from the committee members.

Meeting adjourned at 12:00pm.

Respectfully submitted by,
Elizabeth Devlin
Faculty Governance Coordinator,
Faculty Senate Office