



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

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Meeting Date: February 10, 2022
Time: 1:00pm-2:00pm
Via Zoom

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

Absent: Janice Molloy, Kayla Niemann, Craig Smith, Cassandra Kelly, Dylan Bernstein

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 1:02 pm.

Chair Sevryugina gave an overview of the topic. She asked for the committee members' thoughts and feedback regarding the communications by the Board of Regents regarding the removal of former President Schlissel.

The committee discussed the communications about the former president's removal, including the release of his university email communications. There were members that appreciated the transparency the emails gave as rationale to his removal. The committee also discussed that a strong narrative was lacking as to what the next steps are in the replacement process. The committee acknowledged that these communications were released by the Board of Regents. Committee members indicated they did like the immediate follow up and the directness of the communication from interim President Coleman.

Presidential Search

The committee expressed lack of information regarding the presidential search. They suggested having town halls and a diverse and inclusive search committee to proceed with the process.

VP Michels shared with the committee that the presidential search committee will have six virtual listening sessions targeted to specific groups within the university community. These include listening sessions to gather information regarding expectations for the new president and perspectives about the ideal candidate profile. Although these sessions are group specific, any campus member should feel free to attend any of the sessions to offer their input. There is also an online survey made available to give open ended feedback.

VP Michels shared a link in the chat that will provide more information.
<https://regents.umich.edu/governance/presidential-search/participate/>

The committee members discussed how they have missed some of these presidential search communications as everything was happening very quickly.



VP Michels shared that they have a strategy in place to ramp up these reminders, like what was done for the vaccination efforts. They will be putting ads in The Record, the Michigan Daily, and perhaps Michigan Radio. They will be sending text communications to the students to ensure their participation in the listening sessions. VP Michels submitted an open letter to The Michigan Daily to urge students to participate and then one urging faculty participation.

VP Michels shared that she was considering reaching out chairs and program directors at the schools and colleges to encourage the dissemination of the information to their units. She indicated that Michigan Medicine and the Flint and Dearborn campuses have their communications teams that will be circulating the information. She invited committee suggestions for other communication channels. The committee suggested social media. VP Michels will be meeting with her social media director to discuss posting this information on the main university social media channels. She shared that the listening sessions are also open to the general public.

A committee member recommended a tool like Slide (slide.com) for the listening sessions. This site is effective because you can upvote other people's questions, it also allows a moderator to curate questions.

The committee discussed a disconnect between the Board of Regents and the campus community. They suggested that it might be useful to get a sense of the Board of Regents' sentiment about the different issues on campus. One example is President Coleman could communicate the series of goals that the Regents have articulated as to what they would like to achieve with the new presidency. They suggested that general communications regarding the Board of Regents' plans from the president would be helpful moving forward.

Chair Sevryugina asked the committee if they had any additional comments. She encouraged the committee to reach out to her if they had topics for discussion or speaker suggestions for the next meeting.

Meeting adjourned at 12:00pm.

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