



Communications Advisory Committee (CAC)

Minutes of Meeting: 12/1/22

Circulated: 2/6/23

Approved: 2/13/23

Present: Cliff Lampe (Chair), Laura Beny, William A. Calvo-Quirós, Stefanie Galban, Josh Pasek, Kentaro Toyama, Kallie Michels, Rick Fitzgerald

Absent: Janice Molloy, Sarah Murray, Craig Smith

Guests: None

Faculty Senate Office: Eric Vandenberghe

9:02am: Call to Order

9:02am-9:19am: How to reduce email clutter on campus

Summary: Discussion ensued of how to optimize email communication at the university. A suggestion was made to follow the Web Content Accessibility Guidelines (WCAG).

A suggestion was made that there is a necessity to make available an option to opt-in or opt-out of emails subscriptions, both at a University and Department level.

A suggestion was made about incorporating inbox tools to improve email intake. It may be necessary to have some support from the University on techniques and training, as there is a range of technological literacy among the campus population.

Cliff noted that he would write a research proposal to research this issue so that there would be more data available.

Action: Discussion; Cliff to review possibility of research proposal

9:19am-9:42am: Identifying communication strategies by audience

Summary: Kallie asked the committee how to best communicate with the faculty.

For email, the subject line was noted to be the most important aspect. Informative and concise were the desired attributes. For longer emails, a summary with action items at the top of the email may be necessary. A suggestion was made that subject lines could be given a tier list of importance, or categorization.

In terms of number of emails sent, a suggestion was made that email announcements could be consolidated into a newsletter style email that comes out less frequently, it was noted that this is simpler on smaller campuses.

The President's communication style was discussed by the committee. It was appreciated



that he has been attending events on campus.

Action: Discussion

9:42am-9:58am: How do we interact around controversial topics?

Summary: A discussion was held regarding the promotion of the Davis, Markert, and Nickerson Academic Freedom Lecture by the University's social media team. The issues were examined, and a discussion ensued. The issue of academic freedom and censorship was brought up and discussed.

Action: Discussion

9:59am: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office