To: SACUA

From: Cliff Lampe, Chair, Communications Advisory Committee

Subject: Report on Activities of Communications Advisory Committee for AY 22-23

Members: Cliff Lampe (Chair), Laura Beny, William Calvo-Quirós, Stefanie Galban, Janice Molloy, Sarah Murray, Josh Pasek, Yulia Sevryugina, Craig Smith, Cristina Bara (Graduate Student), Samantha Desmon (Undergraduate Student)

SACUA Liaison: Kentaro Toyama

Meeting Dates: 11/3/22; 12/1/22; 2/13/23; 4/17/23

Committee Charge

SPECIFIC CHARGE – 2022-2023
1. Advise the new university administration on how to effectively communicate with faculty members.
2. Assess the communication needs of faculty and communicate those to the administration, including topics, methods, and channels.
3. Consider the best practices to ensure and facilitate fairness, equity, and inclusion in university communications.
4. Address other issues brought forward by the committee members and deemed important for the committee to discuss with the VP for Communications

Committee Actions
This year we were involved in the transition between an outgoing VP for Communications and someone experienced in that role. One of our committee members served on the search committee for the new VP and provided updates.

Most of the action of the committee was in advising the VP for Communications and their staff. Topics for communication included:
- Communication from new leadership including the President and Provost.
- Messages surrounding the GEO labor actions.
- Strategies for crisis communication.
- Broadening the perceived audience of the office to include a remit for internal communication.

Recommendations

- Determine a way to streamline communication on campus and reduce email clutter.
  - Collect best practices from different units that include email policies, alternative communication channels, and
- Work with the new Vice President of Communications, Richie Hunter, and establish a collaborative relationship between her and the faculty.
- Continue to assess the communication needs of faculty and communicate those to the administration, including topics, methods, and channels.
- Continue to consider the best practices to ensure and facilitate fairness, equity, and inclusion in university communications.
- Consider data collection on communication needs for Senate members.