



Communications Advisory Committee (CAC)

Minutes of Meeting: 4/17/23

Circulated: 11/9/23

Approved: 11/16/23

Present: Cliff Lampe (Chair), Dave Reid, Yulia Sevryugina, Stefanie Galban, Josh Pasek, Rick Fitzgerald (Interim VP for Communications), William A. Calvo-Quirós, Laura Beny, Janice Molloy, Chandan Kumar-Sinha

Absent: Sarah Murray, Craig Smith, Kentaro Toyama

Faculty Senate Office: Eric Vandenberghe

2:01pm: Call to Order, Approval of Agenda and Minutes

The agenda was approved. The minutes for the February meeting were approved.

2:01pm-2:26pm: Onboarding for the new VP of Communications Richie Hunter

Summary: The hiring of Richie Hunter as the new VP of Communications was discussed. A committee member who was on the search committee described the experience. The committee was looking for someone working to build a brand for UM proactively, rather than be reactive.

Hunter begins work as VP of Communications on 5/15. The communications team has been in close contact with her in the lead up to her joining UM. An event on May 22nd will have Hunter and President Ono meet. Hunter is eager to meet with and listen to a wide range of groups at UM in order to gauge the needs of the community.

A discussion came up regarding how there are many groups that have communication with the press and public. The messaging from the central administration can differ from that of units at times. The evolution and reorganization of addressing these can take time. At times the units feel a need to call on public affairs.

How can the CAC help? What are the committee's priorities? A suggestion is made to have focus groups that can provide feedback to the new VP. A suggestion is made to make the new VP aware that the faculty has expertise that can be called on when necessary. Creating and providing a list of faculty and their areas of expertise could be quite useful for the new VP. A final suggestion is made that focusing on specific audiences could be a good topic for a future committee meeting with the new VP.

Rick discussed his experience as interim VP. It is a very a different experience onboarding a new president. The President's social media style was discussed.

Action: Discussion

2:26pm-2:45pm: GEO communications



Summary: Communication regarding the GEO strike are discussed. It has been a consistent decision to have labor negotiation communication come centrally. There has been more communication from the Provost this cycle. The central communication provides consistent messaging. The differences in the communication styles of the two groups was discussed. Further discussion on the strike takes place.

What messaging are you seeing in your units? Some have not received much information from the unit level. Most have come from the central communications team. The University Record is discussed.

A suggestion is made for short and simple “explainers” that can explain the endowment, or the unions at the university. This is to make things easier to understand for those unfamiliar with the mentioned topics.

Action: Discussion

2:45pm: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office