



Communications Advisory Committee (CAC)

Minutes of Meeting: 11/16/23

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Present: Cliff Lampe (Chair), Malinda Brunk, Alex Yasha Yi (SACUA Liaison), Ellen Bauerle, Laura Beny, Jim Cranford, Pat Herbst, Richie Hunter (Vice President for Communications), Dave Reid (Chief of Staff and Sr. Director of Communications)

Absent: William A. Calvo-Quirós, Stefanie Galban, Sarah Murray, Maheema Kohli,

Faculty Senate Office: Eric Vandenberghe

9:02am-9:07am: Call to Order, Approval of Agenda and Minutes

The agenda was approved. The minutes for the April CAC meeting were approved. Introductions were made by the committee members, FSO staff, and OVPC representatives.

9:04am-9:07am: Review of committee charge

Summary: The Chair went through the committee charge briefly to provide an overview of the goal for the year for the committee.

Action: Overview

9:08am-9:33am: Update from the OVPC; discussion of communications during the recent UM-GEO communications

Summary: VP Hunter provided an update on the work of OVPC. These are her first six months in the role. She discussed the office's role in properly addressing short-term crises, while also continuing work on long-term goals of the university. It is recognized that balancing the short-term responses and the long-term goals can be very tricky, and requires having a team dedicated and focused at properly prioritizing items.

The Chair asked the VP to provide an assessment on how the GEO negotiation communications went. The VP went through some of the areas that went well, and areas that could have been improved upon.

As the negotiations progressed, more communication was necessary. There were times that Units wanted more communication from the administration. There were times that some of the information could not be immediately disseminated, or there was no new information. This was mentioned as an area that could be improved upon.

Feedback from the committee was positive on certain aspects of central communications. The University is not able to maneuver in the same way that other groups like GEO are able to when it comes to messaging. Some feel that the University could respond to more of the granular statements made to try to address the validity of certain statements posted.



The VP stated that the University knew that coming out of these negotiations, that the graduate students are vital and respected part of the UM community, and communications were intended to reflect this.

A question came about regarding when a statement from the university is necessary. This topic will be reviewed in-depth at another meeting.

Action: Discussion

9:33am-9:51am: Messaging around the conflict in Israel-Gaza

Summary: The VP shared that this messaging is ongoing. There will be a video statement today from the President further addressing this issue. The VP provided a timeline of what happened. On 10/10, the first statement condemning attack in Israel is given. Three days later another statement is made regarding the continued violence. In the following week, another statement on vandalism is sent out, followed by a statement on public safety the same week.

Should the administration be responding to everything? This is discussed in the VP's office, and there is a rubric they follow. The VP provided examples of past events and whether or not the administration responded. Other universities have run into issues with messaging around the Israel-Gaza conflict, and it is important to learn from those mistakes.

Safety is multi-layered. Physical and emotional safety are two different things that require varied approaches. A committee member recommends the book "What's Happened to the University?" by Frank Feredi as a related text on the topic.

Action: Discussion

9:51am: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office