



Communications Advisory Committee (CAC)

Minutes of Meeting: 10/10/24

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Approved: 11/7/24

Present: Ellen Bauerle, Laura Beny, William A. Calvo-Quirós, Pat Herbst, Paul Kileny, Henry Seeger (Chair), Basit Zafar, VP Richie Hunter, Talisha Reviere-Winston (OVPC), Kim Broekhuizen (OVPC), Jim Cranford, Rebekah Modrak (SACUA Chair)

Absent: Nicole Boucher, Stefanie Galban, Lynda Pence

Faculty Senate Office: Eric Vandenberghe

3:02pm-3:11pm: Call to Order, Approval of Agenda and Minutes, Announcements

The agenda was approved. The minutes for the past two meetings CAC meeting were approved. Introductions were made.

3:11pm-3:44pm: Review of committee charge

Summary: Chair Seeger discussed the charge and requested feedback:

“The Communications Advisory Committee will continue to advise the Vice President for Communications on issues as they arise, ensuring strategic and effective communication that aligns with the university community's values, beliefs, and goals. The committee will also work to elevate the faculty's voice and improve communication between faculty, university leadership, and external stakeholders. Specific goals include:

1. Assess, refine, and expand the committee's identity and mission.
2. Assess and improve faculty communication with leadership, media, and external stakeholders.
3. Represent faculty interests on communication issues to the university leadership.
4. Address emergent communication issues as deemed appropriate.”

The first point of the Charge is discussed. The committee is to focus on advising the VP, as well as elevating faculty voices. Another goal is to make the committee self-reflective.

Suggestions are made regarding the first sentence, specifically regarding the language “ensuring strategic and effective communication that aligns with the university community's values, beliefs, and goals.” Debate ensues on the final three word of the sentence in question.

A point is made for the committee to advise the Vice President on issues of internal communication, as well as external communication. Alterations are made to the charge, with questions answered, and discussion along the way. The charge review will continue outside of the meeting.



Action: Discussion; Alterations to the Charge

3:44pm-3:59pm: Specific project proposals

Summary: Chair Seeger introduces the idea of the Announcement Hub. Currently in the conceptual phase, this online resource would serve as a way for faculty to promote their work. It is suggested that clear directions and tutorials be provided to assist with public relations, as well as promotion of faculty research, and other works.

Currently the decentralized nature of each unit can make it difficult to locate the proper resources needed for PR and work promotion. A point is made that the relationship of Michigan News and individual units could be made clearer. The goal of this Announcement Hub would be to help understand, identify, and define resources for faculty use. It is suggested that there be a portal to walk faculty through relevant processes.

Questions are asked about this project. Who would manage the Announcement's Hub? How do the unit PR resources interact with those at the University level? VP Hunter indicates that this affects units differently. Discussion ensues on this topic.

A suggestion is made to survey faculty for interest in this. A question is asked about the cost. Other members voice support for this project. A member links this proposal to the [Michigan Experts](#) program.

Another project is the construction of "living archive" of communication advisory committee, and possibly faculty governance at the University of Michigan. Due to time constraints, this will be reviewed further at another meeting.

Action: Discussion

3:59pm-4:15pm: Matters Arising

Summary: The committee discusses the merits of having students on this committee for the coming year. The process by which students volunteer to be on the committee is discussed. The students would be put forward by Central Student Government, and the Rackham graduate school.

Motion to request a student representative to the Communications Advisory Committee for the 2024-2025 academic year from Central Student Government, and the Rackham Graduate School.

Motion: Paul Kileny

Second: Jim Cranford

Motion passes unanimously.

Action: Discussion; Vote

4:15pm: Adjournment

Respectfully submitted,



FACULTY SENATE
SENATE ASSEMBLY
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