



Communications Advisory Committee (CAC)

Minutes of Meeting: 11/7/2024

Circulated: 12/6/24

Approved: 12/13/24

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

Absent: Laura Beny, Nicole Boucher, Stefanie Galban

Faculty Senate Office: Eric Vandenberghe

3:02pm-3:07pm: Call to Order, Approval of Agenda and Minutes, Announcements

The agenda was approved. The minutes for the October CAC meeting were approved. There is discussion of an ad-hoc Communications committee, which has a focus on University and Presidential communication. The ad-hoc committee is looking at the development of a framework that can assist in determining the correct course of action regarding university wide communications. Discussion about this committee ensues.

3:07pm-3:34pm: Comments on University Communication

Summary: The Chair introduces this topic and opens the floor for discussion. A committee member discusses instances of university-wide emails that are sent from central administration, and at times the President, which are regarding current events. He asks what the current process is for determining when these communications are sent out, and who is involved in the decision making. VP Hunter discusses some aspects of how decisions are made in this space. These communications have multiple people reviewing them.

A committee member offers an opinion that recent communications have been imbalanced and asks that other issues be addressed. Examples are provided. Discussion ensues. It is noted that the ad hoc committee is discussing this topic in their meetings.

When a message goes out, it is reviewed by multiple parties. There may be administration leadership, and/or deans as part of the review process. Input from graduate students is suggested by the ad hoc committee. Representation from subject matter experts is sought, and the affected parties are consulted in related communications to the community. The decision-making process can vary, and the rules are not always followed. There is a process in-place, but it needs to be followed.

The recent [adoption of Institutional Neutrality](#) by the Regents means there will be fewer messages sent out related to current events. This bylaw was passed by the Regents at their October meeting. Discussion ensues on this topic. There will be exceptions to this bylaw, and they will be reviewed on a case-by-case basis. A member brings up the need for framework on the institutional neutrality. Institutional neutrality was a topic of the CAC last year.



A member brings up statements made by the president. Communications around these examples are discussed. Differing opinions are shared.

Action: Discussion

3:34pm-3:52pm: Related communication items

Summary: Discussion turns to related communication topics. A member references the effects decentralization at UM has on communication. A suggestion is made to have unit level communications personnel speak to the committee to provide their insights on how to improve communication across campus.

An example of such communication is regarding the Athletics Department. Discussion turns to the recent developments regarding name, image, and likeness (NIL). NIL is [explained](#) and discussed. The relevance of this topic to the committee is discussed. A member discusses how this will impact UM's global brand.

Action: Discussion

3:52pm-4:02pm: Specific projects

Summary: The previously discussed Announcements Hub is brought up. Discussion ensues on this topic, with ideas for steps forward mentioned. Further discussion will continue regarding this topic at future meetings.

Action: Discussion

4:02pm: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office