



Communications Advisory Committee (CAC)

Minutes of Meeting: 12/13/24

Circulated: 1/9/25

Approved: 1/16/25

Present: Laura Beny, Paul Kileny, Henry Seeger (Chair), Jim Cranford, Nicole Boucher, Rebekah Modrak, Ellen Bauerle, Pat Herbst, Basit Zafar

Absent: William A. Calvo-Quirós, Stefanie Galban, Lynda Pence, Angelica Previero

Faculty Senate Office: Eric Vandenberghe

4:00pm-4:01pm: Call to Order, Approval of Agenda and Minutes, Announcements

The agenda was approved. The minutes for the November CAC meeting were approved.

4:01pm-4:20pm: Comments on the University Record

Summary: The Chair introduces this topic that was suggested by a member. The member wants clarification on the role of the University Record. They pose the question: is the Record's purpose to provide facts or to serve as a Public Relations device? The member provides a specific example of an item that they feel did not provide sufficient context, thus altering the tone and message of the article in a way they felt misrepresented the reality of the situation. The member indicates that this example provided is not an isolated incident. This example is discussed by the committee, as well as a couple of other examples.

Discussion on perspectives and bias takes place. It is important to reflect the truth and add proper context. Discussion ensues on what information is provided by the administration. Some members voice concern about the administrative spin that is placed on the Record's reporting.

A member states that it would be good to reach out to the Record to inquire about these issues, as well as introduce them to this committee. The committee agrees that there would be value in talking with VP Hunter about this.

Action: Discussion

4:20pm-4:30pm: Comments on Communication from different units

Summary: The Chair introduces this topic, which is a continuation of a topic that a member had briefly discussed at a prior meeting. The member indicates that it is beneficial for this committee to understand the communication practices across the campus. It is suggested that there should be a brief amount of time each meeting allotted to the communication leadership of different units. This is an opportunity for these individuals to share their work and concerns with the committee.

The example of the Athletics Department is shared. The committee determines that a



subcommittee will be formed to compile a list of desired guests. Paul agrees to head this subcommittee, with Nicole, Ellen, and Pat agreeing to join the subcommittee.

Action: Discussion; subcommittee formed

4:30pm-4:42pm: Projects and Priorities

Summary: A call is made by the Chair for priorities for next semester. What are our goals moving forward? A member voices support for the committee to gain a better understanding of the processes used for university wide communication. A particular focus is placed on how the university responds to negative stories, with a recent specific example cited. This interest includes the university's related policies.

A further call is made for more transparency in the communication from the administration. A member indicates that there should be an advocacy for principles, rather than bringing forth individual examples. A member asks about the voice of the committee and what we want it to be. Finally, a member voices support for an improved Faculty Senate website.

Action: Discussion and brainstorming

4:42pm-5:01pm: Matters Arising

Summary: An update on the ad hoc committee is provided. There have been a series of conversations, in which members of the ad hoc committee have expressed concern over university communications. These concerns have been offered as honest feedback. The ad hoc committee is working on making improvements to who is consulted for university wide communication, among other improvements.

Recent communication from the General Counsel to the SACUA Chair is discussed. Discussion ensues.

Action: Discussion

5:01pm: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office