



Communications Advisory Committee (CAC)

Notes of Meeting: 10/28/25

Present: Henry Seeger (Chair), Lynda Pence, Talisha Reviere-Winston (OVPC), Kim Saks, Phil Christman, Basit Zafar

Absent: Laura Beny, Nicole Boucher, Jim Cranford, Brian Love, Kirsten Herold (SACUA), Thandiwe-Kesi Robbins

Guests: Chris Sebastian, Director of Strategic Communications

Faculty Senate Office: Eric Vandenberghe

2:02pm-2:04pm: Call to Order, Approval of Agenda and Minutes, Announcements

The agenda was approved. The minutes for the September CAC meeting will be reviewed at the next meeting. Quorum was not obtained, so these are unofficial notes and not official minutes.

2:04pm-2:25pm: Key Communicator introduction Chris Sebastian

Summary: The Chair introduces the guest. The Chair provides an overview of the work of the committee for the guest.

Director Sebastian took on his current role 6 months ago. He proceeds to discuss internal communications at the university, focusing on the Record and internal emails coming from central administration.

The Record is a trusted news source that is frequently read by faculty and staff to stay abreast of university news. Director Sebastian and his team spent the summer meeting with key communicators across campus to find out how to improve.

There are 5 pillars that guide the Record:

1. Connecting the dots: Why are things happening as they are on campus?
2. Building a strong university community: This includes the Ann Arbor, Dearborn, Flint campuses, and anyone who is employed by the university.
3. Help comms partners reach their goals: A goal is to amplify and advertise work being performed across the university. Director Sebastian and his team work with all unit level communications teams to amplify the work being done. OVPC is going out to the units and being proactive.
4. Celebrating success: Achievements by members of the university community need to be showcased, particularly in the current landscape.
5. Be the official media of the university: the Record is where official university statements are housed. Media will be directed to the Record.

Director Sebastian indicates that some of the changes that have been implemented will be assessed and tweaked as necessary at the end of the semester. He emphasizes that



providing exposure of faculty stories in the Record is a top priority, and he provides avenues for faculty to engage with communications professionals to make the exposure happen. He highlights a new column that will give campus leaders from across the university an opportunity to share their work and that of their colleagues. The creation by OVPC of Director Sebastian's position included the goal of maximizing the utility of internal communication from central communication.

The committee provides feedback and asks the guest questions. Several members offer positive feedback of the Record, particularly from the past several months. A member indicates that they have noticed more stories highlighting work on the Flint campus, which is positive.

A member asks about efforts to help campus partners reach their goals. Director Sebastian indicates that a multi-media approach is being pursued. OVPC utilizes traditional outlets, such as the Record, as well as social media, among other mediums.

The Chair asks how the CAC can support the Record effectively. Director Sebastian encourages the committee members to engage with, and encourages colleagues to engage with, central level communications team members to make sure their work is being exposed appropriately. The survey that the committee is working on can incorporate questions about feelings about the Record.

Discussion ensues on how the Record's primary audience is faculty and staff. Further discussion ensues on how it is determined what content can go into the Record. The print version of the Record is discussed.

Action: Discussion

2:25pm-2:35pm: Subcommittee update

Summary: Chair Seeger provides context for the subcommittee work for members who had been unable to attend the initial CAC meeting in September. The committee will pick up work on these projects at the next meeting.

Action: Discussion

2:35pm: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office