



Communications Advisory Committee (CAC)

Notes: 11/19/25

Present: Henry Seeger (Chair), Brian Love, VP Richie Hunter, Jim Cranford, Talisha Reviere-Winston (OVPC), Thandiwe-Kesi Robbins, Kirsten Herold (SACUA), Basit Zafar

Absent: Laura Beny, Nicole Boucher, Phil Christman, Lynda Pence, Kim Saks

Faculty Senate Office: Eric Vandenberghe

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

The agenda was approved. The minutes for the September and October CAC meetings will be reviewed at a later meeting due to lack of quorum.

2:02pm-2:12pm: Announcement: Vice President Richie Hunter

Summary: VP Hunter indicates that [she has resigned from the university](#), and her final day will be January 2, 2026. Ken Kettenbeil, who currently serves as senior advisor to the president, will serve as the Interim VP for Communications starting on January 3, 2026. VP Hunter discusses the catalyst behind this decision. She is thanked by the Chair, committee members, and staff for her leadership and work with the committee.

VP Hunter provides an update that the presidential search is going well. A new president is expected sometime early next year if everything continues as planned.

The committee discusses their work and how they should proceed given VP Hunter's resignation. There will be staff continuity moving forward, so work can continue as planned. The committee is faculty-led, so the work should be driven by the faculty.

Action: Discussion

2:12pm-2:19pm: Report from previous Key Communicators Subcommittee and Discussion

Summary: This subcommittee has not been formally created at this time. The Chair spoke with the subcommittee leader from last year to learn what work was completed. Energy was in two areas- identifying key communicators and developing questions. VP Hunter will work on getting the list of key communicators.

Discussion takes place regarding whether this work should continue to be pursued by the committee. A committee member discusses a report that could possibly be produced. Further discussion will take place.

Action: Discussion



2:19pm-2:22pm: Survey Subcommittee and Discussion

Summary: Do not have a report on this. The next subcommittee meeting will take place soon, and further details will be shared after that.

Action: Discussion

2:30pm-2:55pm: Matters arising

Summary: VP Hunter discusses legislative action passed by Central Student Government. Her Office has received thousands of emails related to this subject.

The Chair asks the committee how to boost attendance at the meetings. Presentations are suggested by key communicators. It may be necessary to reschedule the meetings.

A member discusses the need for the University to promote achievements in the humanities. It is easy to showcase UM's success in the scientific and technological domain, but there are also great strides being made in the humanities. The committee discusses this point.

VP Hunter discusses the Look to Michigan campaign. It is about showing the University's value to society. This is suggested as a topic for next meeting.

The committee discusses how to amplify faculty work.

Action: Discussion

2:55pm: Adjournment

Respectfully submitted,

Eric Vandenberghe
Faculty Governance Coordinator
Faculty Senate Office