



Report on Activities of Communications Advisory Committee (CAC) for 2025-2026

Overview:

- *From:* Henry Seeger, Chair, Communications Advisory Committee (CAC)
- *Subject:* Report on Activities of the Communications Advisory Committee (CAC) for 2025-2026
- *Committee Members:* Laura Beny, Nicole Boucher, Phil Christman, Jim Cranford, Pat Herbst, Brian Love, Lynda Pence, Kim Saks, Henry Seeger, Basit Zafar, Thandiwe-Kesi Robbins
- *SACUA Liaison:* Kirsten Herold
- *Meeting Dates:*
 - Wed. 9/24 from 2:00pm-3:30pm
 - Tues. 10/28 from 2:00pm-3:30pm
 - Wed. 11/19 from 2:00pm-3:30pm
 - Tues. 12/9 from 2:00pm-3:30pm
 - Thur. 1/22 from 3-4:30pm
 - Tues. 2/10 from 2:00pm-3:30pm
 - Thur. 3/26 from 3-4:30pm
 - Tues. 4/14 from 2:00pm-3:30pm

2025-2026 Committee Charge

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. Continue the development of the campus survey to assess and improve faculty communication with leadership, media, and external stakeholders.
2. Continue the development of resources for the general promotion of research and other faculty activities in tandem with the OVPC's Public Intellectuals Campaign.
3. Organize conversations with key communicators from across the University to learn about their strategic priorities and messaging specific to their individual school, college, or unit.
4. Expand our relationship with other Committees, including but not limited to the DAC.
5. Represent faculty interests on communication issues to the university leadership.
6. Address emergent communication issues as deemed appropriate.



Committee Actions/ Information Obtained

- Met with Christ Sebastian, Director of Strategic Communications, to discuss internal communications at the university, specifically *The Record* and internal emails from administrators. Provided feedback on faculty perspective and experience with previous university communications and offered faculty support/ committee support in the future.
- Created a subcommittee to develop the Campus Communications Survey to better understand the university community's reaction and perceptions around campus communications.
- Created a subcommittee to explore strategies and resources for the promotion of faculty research activities through the media.
- Worked closely with former Vice President Ritchie Hunter and Vice President Keith Kettenbeil to maintain a strong, communicative, and collaborative relationship with the administration. Facilitated the transition in leadership. Worked closely with VP Kettenbeil to understand his goals for the duration of his tenure and provided committee feedback on how to address these goals.
- Collaborated with Lori Tschirhart, Chair of the DAC, to better understand how the CAC and DAC can collaborate further next year.
- Advised and provided feedback on the OVPC's Public Intellectuals Campaign.

Recommendations

- Collect and analyze data through the Campus Communication Survey. The Campus Communication Survey Subcommittee should remain as a critical sub-organ of the CAC.
- Collaborate with key communicators and other committees to further explore and offer recommendations regarding communicating the value of faculty research to the public. Key communicators identified in meetings this year should be contacted early in the committee's tenure to organize meetings.
- Continue working with university administrators to assist faculty in developing communication strategies with the media. Continue to advise the OVPC's Public Intellectuals Campaign. The Research Promotion Subcommittee should remain as a critical sub-organ of the CAC.

Overall Summary of Committee Work

The CAC worked extensively with communications administrators, directors, and other relevant stakeholders to provide faculty feedback on university communications. In addition, the CAC developed a Campus Communications Survey and established a Campus Communications Survey Committee to generate broader, more representative feedback for the CAC and Vice President Kettenbeil. The CAC has built a strong foundation to continue projects that support and strengthen university communications.