



# University Council

## Communications Committee Annual Report May 1, 2016 – April 30, 2017

### Current Goals:

(Submitted to UC in September 2016)

Goal/Metric	Accomplished	In Progress	Not Accomplished
<p>With guidance from research conducted in the previous year, and additional research and student engagement, the standing committee will create a series of recommendations on how to improve student communication at The University of Akron.</p> <p>Metric: Generation of recommendations and a report on communication with the student body at The University of Akron.</p>	Series of Student Technology Resolutions	Student-Centered Culture Resolutions	
<p>The standing committee will conduct a preliminary investigation into branding best practices for higher education, and identify key branding constituency groups at our institution.</p> <p>Metric: Generation of recommendations to help lay a foundation for any future branding activities undertaken by The University of Akron.</p>	Reviewed new messaging platform.	Began discussions of important groups to consider.	
<p>The standing committee will begin a review of internal communication practices to provide future recommendations.</p> <p>Metric: Generation of an audit of internal communication practices, which may need improvement.</p>			The group has not been able to address yet. We will retain goal for 2017-2018.

What were your top two successes?

1. Generating Student Communication Technology recommendations that take into account student data as well as conversation and collaboration with University Communication and Marketing that can be immediately addressed to improve student communication.
2. Discovering in the research that improving the culture of student centeredness on campus is an immediate need for our students, and drafting a number of exciting ideas and a long-term committee plan to develop them. We recognize that shifting culture isn't a single recommendation or resolution, but a series of shifts over several years. We are currently working on an initial resolution that may be presented this Spring semester, or early in the Fall semester.

What were your top two challenges?

1. Our greatest challenge has been open seats and lack of continuity on our committee. Over the course of the year we lost several student and staff representatives. We currently have four open seats on our official roster including two SEAC seats, one Faculty Senate seat and one Graduate Student Government Seat. In addition, we have an Undergraduate Student Government seat that is listed as filled, but that student has informed us that she is no longer serving. With five open seats, and a great deal of member transition, it's difficult to function well as a committee.
2. A less severe challenge has been finding meeting times that could accommodate everyone's schedule. We had one meeting in December where we did not have quorum to meet. We have used Doodle polls to remedy this issue.

Please list the dates of your meetings:

9/7, 10/5, 11/2, 1/4, 2/2, 3/9, 3/23, 4/13, 5/11