| Richard T Newsome (77) ⌄ | | Time to complete: 05:23 |

1. Please select your UC Committee

0   / 0 pts
Auto-graded

○ Awards Special Committee

○ Budget and Finance

◉ Communication

○ Information Technology

○ Institutional Advancement

○ Physical Environment

○ Recreation and Wellness

○ Student Engagement and Success

○ Talent Development and Human Resources

○ ad hoc Human Development

2. Did the Committee meet this month? If you met, select Yes and complete the rest of the survey. Provide minutes in question 7. You do not need to upload documents unless they are supporting materials for this month's meeting.

0   / 0 pts
Auto-graded

If you did not meet, select No and submit the survey. You do not need to complete the rest of the survey or upload any documents. Thank you for logging this month's meeting status.

◉ Yes

○ No

3. Date of Meeting

0   / 0 pts
Auto-graded

2/21/2022

4. Committee Members in Attendance or Absent With Notice

0   / 0 pts
Auto-graded

Megan Crow Brauer
Tammy Ewin
Robert L Peralta
Richard T Newsome
Amber L Ferris
Nathan T Meeker
Amy Freels
Tiffany Schmidt
Sherry A Simms
Heather L Walter
Mitchell S. McKinney
Kayla Fisher

5. Committee Members Absent Without Notice

0   / 0 pts
Auto-graded

No answer provided.

6. Based on your goals for the year, outline what decision were made or action items discussed during this month's meeting that moved goal(s) forward

    0   / 0 pts

Auto-graded

1. University Communications Research Project Analysis
a. Robert introduced Dr. Amber Ferris
b. Important themes from survey analysis (Dr. Amber Ferris)
i. Users are satisfied with ZipMail and the Digest
ii. Students feel bombarded with too much data
iii. Students get too much email from bookstore
iv. Students want relevance with the email
v. Safety Alerts were important to students and campus (ZAlerts)
vi. Students want communication to their mobile device
vii. Faculty/Staff do not want communication to mobile device

c. Committee Thoughts:
i. UA Safety Alert is important, recent safety events may have shaped the data, although not significantly
ii. Tammy E. We have to limit UA Safety Alert, too much happens, when too frequent emails will be ignored
iii. Heather W. agrees frequency can cause data overload and people will be begin to ignore
iv. Tammy E. Students are submitting emails for Zipmail
v. Tammy E. Categorize emails so relevant emails can be grouped
vi. Tammy E. Frequency of email vs volume
vii. xiii. Robert P. Reminding everyone to start the process of choosing and fulfilling the Raffle Incentive
xiv. Dr. Ferris Randomly choose 100 people or how it however we want to do that, whole sample. Oh, I would say two from each group.
xviii. Dr. Ferris suggested using a class for Qualitative data analysis

7. Provide Meeting Minutes/Monthly Report here (do not attach minutes as a document in #8 below).

    0   / 0 pts

Auto-graded

CALLED BY Robert L Peralta / Amy Freels, co-chairs
TYPE OF MEETING Monthly Meeting
PRESIDER Robert L Peralta / Amy Freels, co-chairs
NOTE TAKER Richard Newsome, secretary
ATTENDEES Attendees:
Megan Crow Brauer
Tammy Ewin
Robert L Peralta
Richard T Newsome
Amber L Ferris
Nathan T Meeker
Amy Freels
Tiffany Schmidt
Sherry A Simms
Heather L Walter
Mitchell S. McKinney

Absent with Notice: Kayla Fisher
11:30 AM CALL TO ORDER Robert L Peralta
Approval of Agenda
1st Sherry A Simms
2nd Tiffany Schmidt

Approval of minutes
1st Sherry A Simms
2nd Tiffany Schmidt
11:35 AM TO 12:05 PM OLD BUSINESS ROBERT L PERALTA
DISCUSSION 1. University Communications Research Project Analysis
a. Robert introduced Dr. Amber Ferris
b. Important themes from survey analysis (Dr. Amber Ferris)
i. Users are satisfied with ZipMail and the Digest
ii. Students feel bombarded with too much data
iii. Students get too much email from bookstore
iv. Students want relevance with the email
v. Safety Alerts were important to students and campus (ZAlerts)
vi. Students want communication to their mobile device
vii. Faculty/Staff do not want communication to mobile device
viii. Positive comments about frequency and communication in general
ix. People want to improve the website, front page is better now, Website interface is a barrier to use it
x. Improvements to Mobile Apps
xi. Users found the website had outdated information, navigation problems, dead links
xii. Users want website as main portal
xiii. The Buchtellite needs improvements and not many people know of it, Need for campus newspaper
xiv. Mobile App was still not known
xv. Mobile App prone to glitches
xvi. Increase ways that the flow of information can go from digital to

people

xvii. Frequency of emails ok for some, not for others

xviii. Grad students have problems finding relevant information

c. Committee Thoughts:

i. UA Safety Alert is important, recent safety events may have shaped the data, although not significantly

ii. Tammy E. We have to limit UA Safety Alert, too much happens, when too frequent emails will be ignored

iii. Heather W. agrees frequency can cause data overload and people will be begin to ignore

iv. Tammy E. Students are submitting emails for Zipmail

v. Tammy E. Categorize emails so relevant emails can be grouped

vi. Tammy E. Frequency of email vs volume

vii. Sherry S. Create a central place for categories on the website

viii. Robert P. Response rate was too low

ix. Dr. Ferris percentage of students who responded was low

x. Heather W. biased people who use emails, students and faculty who only actually read emails

xi. Robert P. Response rate was low and what is the normal response rate for University surveys

xii. Tammy E. Is sending out the response rate of previous 2016 survey

xiii. Robert P. Reminding everyone to start the process of choosing and fulfilling the Raffle Incentive

xiv. Dr. Ferris Randomly choose 100 people or how it however we want to do that, whole sample. Oh, I would say two from each group.

xv. Robert P. 2 groups, 2 people from each for Raffle, Employees and Students

xvi. Tammy W. will share with UCM to find low hanging fruit items to fix

xvii. Robert P. Qualitative data analysis needs to be broken down more should we find resources

xviii. Dr. Ferris suggested using a class for Qualitative data analysis

12:05 PM 12:25 PM NEW BUSINESS ROBERT L PERALTA

DISCUSSION • Robert P. Reminding everyone to start the process of choosing and fulfilling the Raffle Incentive

• Dr. Ferris Randomly choose 100 people or how it however we want to do that, whole sample. Oh, I would say two from each group.

• Robert P. 2 groups, 2 people from each for Raffle, Employees and Students

• Change schedule for March meeting to March 14, 2022 11:30am

o 1ST Richard Newsome

o 2ND Heather Walter

12:25 PM 12:30 PM NEXT MEETING AGENDA SUGGESTIONS - DISCUSSION • Continue the review of the analysis of The University Communications Research Project

• Status of the p

8. If you have a document that provides supporting
materials for this month's work, upload here. This
attachment should not be the monthly minutes (minutes
should be submitted in #7 above).

    0   / 0 pts

Auto-graded

No answer provided.

9. Are there any new topic submissions or other
information/feedback you would like to share from the
committee?

    0   / 0 pts

Auto-graded

No answer provided.