

THE UNIVERSITY OF AKRON

COMMITTEE: University Council Standing Committee – **PUBLIC AFFAIRS AND DEVELOPMENT COMMITTEE (PADC)**

DATE: 1/28/2015 **TIME:** 8:00 a.m. **TO:** 9:00 a.m.

In Attendance: John LaGuardia, William Kollman, Nancy Marion, Dale Mugler, Peggy Walchalk, and Katie Watkins Wendell

Minutes:

| TOPIC | DISCUSSION | ACTION |
|-----------------------------|---|--------|
| <p>I. New Business</p> | <p>A. The committee met with Eileen Korey, Associate VP & Chief Communication Officer, and Wayne Hill, Associate VP & Chief Marketing Officer, and members of the Communications team. The department provided a summary of their role and current goals.</p> <ul style="list-style-type: none"> - Presentation of the new television commercials, “Akron Zips Achieving the Dream” featuring Sandy Pianalto, Mario Garzia, Judge Randolph Baxter and Karen Ziemba. The first commercial will air regionally in the upcoming Super Bowl. Future commercials might include Tony Alexander and/or John Costello. - Survey results show that the Digest and Daily News mailings are effective. - Social media created called “School Zap” app allowing interested students to meet and connect with current UA students. - Current efforts include a smoking policy survey and developing a comprehensive crisis plan. | |
| <p>II. Next Meeting</p> | <p>Date and location to be determined.</p> | |

Respectfully submitted,
Peggy Walchalk, Secretary and SEAC representative

THE UNIVERSITY OF AKRON

COMMITTEE: University Council Standing Committee – **INSTITUTIONAL ADVANCEMENT**

DATE: 9/22/2015 **TIME:** 10:00 a.m. **TO:** 11:00 a.m.

In Attendance: Larry Burns, Willy Kollman, Ian McCullough, David Parry, Joe Ryan, Ann Usher, Peggy Walchalk, and Katie Watkins-Wendell

Minutes:

| TOPIC | DISCUSSION | ACTION |
|-----------------------------|--|--|
| <p>I. Introductions</p> | <ul style="list-style-type: none"> - The members welcomed each other and shared his or her background and role on the standing committee. - Larry Burns provided a presentation of the functions and goals of the Advancement team. - Appointments to be filled within the standing committee include representatives from SEAC (1), Graduate Student Government (2), and Undergraduate Student Government (1). The committee will continue to operate as positions are filled. | <ul style="list-style-type: none"> - Determine if meetings should be held bi-monthly. - Willy Kollman will create an e-mail poll to determine best meeting days/times. |
| <p>II. Next Meeting</p> | <ul style="list-style-type: none"> - Date and location to be determined. | |

Respectfully submitted,

Peggy Walchalk
Secretary and SEAC representative