



**Faculty Council Communications Committee (FC3)
February 24, 2020, 11:00 AM – 1:00 PM
CU System (Anschutz Conference Room at 1800 Grant Street, Denver, CO 80203) and
Zoom Video Conference**

MINUTES

Attending: Carmen Stavrositu (Chair, UCCS), Carrie Makarewicz (Vice-Chair, UCD), Cathy Beuten (SYS, University Relations), Judy Scott (UCCS), Jay Dedrick (SYS, University Relations), Ken McConnellogue (SYS, University Communications), Jonelle Henning (SYS, Faculty Council)

1. Work with Brenda J Allen

- Carmen discussed inviting Dr. Allen back to work more extensively with the committee and asked members to share some ideas of what they can work on.

2. Diversity and Inclusion Marketing Campaign

- The Board of Regents has charged the president with creating an internal marketing campaign to further the promotion of diversity of ideas and backgrounds.
- Ken has been tasked with leading this and assembled a team with Kathy Nesbitt, Elizabeth Collins, Carmen Stavrositu. and others.
- They submitted an RFP to hire a firm with diversity experience.
- The president has tasked them to work with shared governance groups.
- Timeline: aiming to have a plan by end of FY-- firm will help with creative development and will rollout campaign by fall semester.
- Target audience is faculty, staff, and students. Some ripple effect outside university but not the main focus.
- Regents gave direction but could also have internal input. The Regents have different ideas on diversity within themselves (of thought; of race, ethnicity, etc.). They came up with the theme of respect to cover both ideas.
- The CUFC Exec + Committee Chairs are having a retreat on DEI (Diversity, Equity, and Inclusion) with Brenda Allen on March 4th. Carmen could raise it there.
 - Carmen and Jonelle will check with Joanne about Ken attending for part of the time.

3. Secretary Elections

- Judy and Kathia will determine who will run as the next Secretary after Jenny's absence.

4. Communication Guide with Gabrielle David

- Gabrielle shared her guide design progress with the committee.
- Gabrielle will develop designs to represent the 4 campuses. One option was A, B, C, D (Anschutz, Boulder, CO Springs and Denver).
- The committee discussed finding a way to represent the campus logo when there isn't content.
 - The version of that campus logo would be grayed out or have a question mark to inform there isn't a link.
 - People could also have the option of notifying where to find the information, they can click on it and fill out a form.
- Once Gabrielle completes the guide, it will be passed on to Jonelle to add to the FC3 website.
- Update on web link searches and master structure
 - The committee is planning to have the content ready by March 12 in the Communications Guide Master.
- Governance structure info
 - Carmen has added this to the Guide and Ken is going to send us a visual for the hierarchy. The CU Faculty Council Handbook has the structure defined in

text <https://www.cu.edu/oa/faculty-handbook-organization-and-administration-university>

5. CU Connections – Faculty Voices & Committee Corner

- FV: February (Kathia Ibacache, Boulder) and March or April (Chris Bell, UCCS) and May (Judy Scott--need a final copy by May 1st and the committee will discuss on April 9th)
 - The committee needs to provide feedback on Chris's piece before the March 12 meeting. Chris's article is in the Google Drive under Faculty Voices.
- CC: Budget (potentially confirmed for March)
 - Jonelle will send previous Budget minutes to Carrie to help with article suggestions.
- CC: EPUS: Judy will confirm them for April.
- CC: Personnel: Carrie will remind Tamara they will be featured in May.

6. Social Media Channels

- Based on the CU Connections survey, Twitter received majority vote.
- CUFC currently has a Twitter account that was last used in 2017.
- The committee considered the following questions and action items:
 - FC3 could be the primary owner, keeping in mind limited members and sustainability with new members.
 - Who exactly would do this, potentially a student worker?
 - Social media's benefit is immediacy and if it needs executive approval, does that negate the immediate benefit?
 - Cathy Beuten offered support on this.
 - Cathy provided a link to the [University's Social Media Guidelines](#)
 - Invite Joanne to one of the meetings to discuss.
 - Who's the audience?
 - Foreseen and unforeseen consequences: who has access; how public it is?
 - Gatekeeping process with Faculty Council
 - Is there going to be an approval loop with the executive?
 - General strategy of what is trying to get accomplished: ie. amplify messages; take advantage of situations we want to comment on, etc.
 - Develop a procedural guide for this: what to do and what not to do

7. Membership

- Discussion held over struggle for recruitment and membership.
- The committee was tasked with inviting at least 5 people to join the committee.
- Carrie stated that people do not have to be communications experts to join.
- Carmen will write a faculty template with reasons to join:
 - Suitable for non-tenure junior faculty: it's not overwhelming in workload; it can be engaging;
 - Provide an attachment with FC3 content; the FG logo, the FV article, the Committee Corner; ideas for the Twitter account.

8. Adjournment and Next Meeting: The meeting adjourned at 11 a.m. The next meeting is March 12 from 11:00 AM to 1:00 PM at CU System (4th Floor Pikes Peak Conference Room, 1800 Grant Street, Denver, CO 80203) and by Zoom.