



**Faculty Council Communications Committee (FC3)  
March 12, 2020, 11:00 AM – 1:00 PM  
Zoom Video Conference**

**MINUTES**

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

**1. Diversity and Inclusion Marketing Campaign**

- A vendor has been selected and they are in the final stages of the contract process.
- Ken stressed that he would like to engage faculty as much as possible even though opportunities are limited with current events.
- They are planning on attending the next two FC3 meetings and the Faculty Senate April meeting for faculty input.

**2. Faculty Voices & Committees Corner**

- FV: Chris Bell's article has been submitted for March.
- CC: Judy has contacted EPUS and Carrie is currently drafting an article on the Budget committee.

**3. FC3 Elections**

- Elections for the committee's Chair, Vice Chair and Secretary are coming up.
- Jonelle will put the officer roles on the FC3 Google Drive Membership List.

**4. Social Media Plan**

- The committee discussed being the main manager of the account and creating a clear and defined protocol for what should be posted and who can post.
- What is it the committee wants to accomplish with a social media account?
  - Increase Faculty Council visibility, strengthen shared governance and interest
  - Appeal of two-way communication
  - Systems level connection
- Kathia stressed the amount of commitment involved when handling a social media account based on the Boulder library's experience.
  - Carmen recommended that if they will allow other committees to post, it's up to that person to respond to their own post's comments and questions.
- Potential posting topics:
  - End of each committee meeting, short blurb of what happened and/or agenda items
  - Post events
- Not for posting:
  - Personal opinions
  - Items unrelated to committee objectives, goals and bylaws of counsel
- This still needs further discussion with Joanne and Faculty Council.

**5. Updates from the Diversity, Equity and Inclusion (DEI) retreat with Dr. Allen**

- Dr. Allen has tasked each chair to strengthen efforts of upholding DEI values within their committee.
- Carmen posed the following question:
  - What can FC3 do to make DEI a priority and/or visible priority? What can we do to incorporate these goals into almost everything we do?
    - Recruitment and membership were brought up.

- Faculty Council does not have a direct statement on diversity and will be working on one.
  - Carmen considered FC3 should have the same goal.
- Members unanimously agreed to have Brenda return and continue working with the committee on DEI.

**6. Communications Guide**

- Carmen requested that the committee complete their resource link assignments on the Comm guide master by April 1<sup>st</sup>. Members can refer to the Communications Guide-Resource Links Google spreadsheet to review assigned areas.

- 7. Adjournment and Next Meeting:** The meeting adjourned at 1 p.m. The next meeting is April 9 from 11:00 AM to 1:00 PM via Zoom.