



**Faculty Council Communications Committee (FC3)  
May 7, 2020, 11:00 AM – 1:00 PM  
Zoom Video Conference**

**MINUTES**

**Attending:** Carmen Stavrositu (Chair, UCCS), Carrie Makarewicz (Vice-Chair, UCD), Kathia 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), Brenda J Allen

**1. Diversity Marketing Campaign with Essencialize**

- It was reported that the campaign is changing its approach due to various governance and campus groups' perspectives and feedback. This will be presented to the Board of Regents in the upcoming week.
- The committee appreciated the active listening that was involved at the beginning and recommended continuing that inclusive element as the campaign proceeds.

**2. Diversity, Equity & Inclusion with Dr. Allen**

- Dr. Allen offered items for consideration as they work on DEI next year:
  - Review the charge and how DEI can be explicitly incorporated, beginning with the overall notion of communication having an impact on communities.
  - Think about who are the stakeholders, what type of communication is needed and why, and how to make it inclusive.
  - Recruiting new members and keeping diversity in mind in a number of ways like race, gender, campus, departments, generational.

**3. Communications and CU Connections**

- Faculty Voices:
  - Discussion on potential future topics and extending invitations to faculty.
  - Members would like to see topics focus more on DEI and online teaching.
- Committee Corner:
  - Articles on hold as members wait to hear back from committee Chairs.
- CREE committee is producing a video message in support of community during the pandemic. They have requested FC3 share this video with campus communications and CU Connections.

**4. Social Media Plan**

- Carmen presented the idea of a Twitter account to Faculty Council, they cautioned that it may be information overload.
- The committee also recognized social media management will add more to their workload, they will be reassessing the plan.

**5. FC Website Redesign**

- Jonelle is re-designing the FC home page and welcomes feedback from the committee as she continues the work.
- Items to consider adding to the home page:
  - Blog posts
  - Highlight the Faculty Guide
  - Highlight events and professional development opportunities
  - Photos and bios, keep active and have people interested – good for recruiting

**6. Adjournment and Next Meeting:** The meeting adjourned at 1 p.m. The next meeting is September 10 from 11:00 AM to 1:00 PM via Zoom.