

TO: SUNY University Faculty Senate
FROM: Communications Ad Hoc Committee
RE: Resolution: To Establish the University Faculty Senate Communications Committee
DATE: 179th Plenary, April 20-21, 2018
LOCATION: University at Buffalo
RESOLUTION #: 179-04-01
VOTE TALLY: 42 yay; 5 nay; 1 abstain

RATIONALE:

WHEREAS improving communication to our constituents, and members outside of the University Faculty Senate is important over different platforms; and

WHEREAS the University Faculty Senate should have an overarching communication plan that is guided by the needs and interests of its constituents which requires shared oversight from UFS members and leadership; and

WHEREAS the Ad Hoc Communications Committee¹ has already improved internal communication (e.g. Twitter, new website, encouraging discussion about UFS communications), and seeks to continue to improve external communication; and

WHEREAS this commitment to improving internal and external communication will be in a continuous state of development as personnel and technology changes,

RESOLUTION:

THEREFORE BE IT RESOLVED that the Ad Hoc Committee on Communications be made a Standing Committee of the University Faculty Senate, and that this committee be named the University Faculty Senate Communications Committee.

¹ The current charge of the Ad Hoc Committee on Communications is: The ad hoc committee will seek to implement and continually enhance methods of internal and external communication in order to disseminate news in a timely manner. Media techniques can include traditional press releases and social media platforms, as well as informal methods such as senator reports to local senates. The goal will be to inform our constituents across SUNY and, when applicable, news outlets, legislators and others about faculty and staff concerns and views on topical and continuing issues. The committee shall be made up of the vice president/secretary of the University Faculty Senate and a chair appointed by the UFS president. The president will also appoint others and that can include those with a theoretical insight, as well as those with the necessary talents and/or competencies in applied communication areas such as reporting, editing, photography, producing and other skills.