

Communications Committee

Report Date: 13 January 2021
Presented at: Winter 2021 UFS Plenary

Charge:

The 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.

2020-21 Committee Members:

Chair: Joe Marren, Buffalo State

Acting Chair: Peter Knuepfer, Binghamton

Members:

- **Alithia Alleyne, Downstate Medical**
- **Sarah Battaglia, Stony Brook**
- **Tim Gerken, Morrisville**
- **Justin Giordano, Empire State**
- **Keith Landa, Purchase, UFS Vice President (ex officio)**
- **Leo Rosales, SUNY System Administration Liaison**
- **Pamela Wolfskill, Stony Brook**
- **Jie Zhang, Brockport**

Committee Goals for 2020-21:

- Redesign the online Bulletin into a more nimble publication, with a mix of short timely pieces and longer thought pieces
- Develop a well defined process for submitting pieces to the Bulletin for publication: repurposing material from other campuses
- Continue the development and dissemination of post-Plenary reports
- Interview Chancellor Malatras on his priorities for SUNY
- Establish a UFS presence in SUNY Workplace
- Contribute to timely topics, including the three “committees squared”: COVID impact on schools, Black Lives Matter, role of campus police
- Support communication efforts of other UFS committees
- Support the President in external communication (e.g. press releases)

Committee meeting dates (include type of meeting):

The Committee plans to meet in late January after the Plenary.

Committee accomplishments since previous UFS Plenary:

We have contributed to the discussions of the special cross-committee efforts. More coming in the next few months.

Requests to UFS Senators from committee:

We are still looking for short and/or long articles/blogs for the online Bulletin on topics of general interest to SUNY faculty and professional staff. Please submit to Chair Marren (marrenjj@buffalostate.edu) and Acting Chair Knuepfer (pete.knuepfer@suny.edu)