

# Communications Committee

**Report Date: 13 April 2021**  
**Presented at: Spring 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 met via Zoom on January 29 and on March 18.

## Committee accomplishments since previous UFS Plenary:

Our focus throughout this year has been to reimagine and reinvigorate the UFS Bulletin. We have renamed/rebranded it as UFS Connects, which is located on the UFS website [here](#). The intent of this rebranding of the Bulletin is to provide the UFS community, and other interested parties, with timely and/or in depth blog posts, official communications, reflections, etc. about issues related to SUNY, shared governance, and higher education more broadly. We encourage submissions for the page and bring your attention to the group of recently posted articles. The committee developed the following process for reviewing submissions: (1) a potential submission is forwarded to the Chair; (2) within a couple of days the submission is made available to all committee members; (3) committee members review and recommend publication and/or possible modifications within a week; approval by a majority of the committee members is needed; (4) the article is either returned to the author(s) to consider the committee's recommendation(s) if any changes are requested or submitted to the UFS VP/Secretary for posting on the website.

The committee is currently working on a document that will provide guidelines for authors on how to submit items for UFS Connects. Committee members also will be reaching out to request possible submissions.

## Requests to UFS Senators from committee:

We are still looking for short and/or long articles/blogs for the UFS Connects page on topics of general interest to SUNY faculty and professional staff. We would be especially interested in publishing some reflections on the Year-Plus of Covid—how it has impacted your academic career over the last 15 months, how you adjusted (teaching, personal life—whatever you're willing to share). We'd like to be able to post a number of reflections on this year+ that we've had behind us.

We're also interested in any submissions that might reflect on how your campus has (or hasn't) employed shared governance principles in dealing with the various ramifications of the Covid crisis and/or other financial/admission/academic issues facing your campus.

Of course, we welcome any other topic. But we really would like you to consider submitting a relevant piece, whether it be short or long, and to share this request with your campus community. Please submit articles to Acting Chair Knuepfer ([pete.knuepfer@suny.edu](mailto:pete.knuepfer@suny.edu)).