



**UFS Communications Committee
Alithia Alleyne, Chair
FALL PLENARY – SUNY PURCHASE COLLEGE
Purchase, NY
October 20-22, 2022**

COMMITTEE 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.

COMMITTEE MEMBERS

First Name	Last Name	Campus	TERM
ALITHIA	ALLEYNE	DOWNSTATE	CHAIR YR 2
KYLE	FENNELL	CANTON	YR2
WESAM	HASSANIN	STONY BROOK	YR2
PETER	KNUEPFER	BINGHAMTON	YR 2
COLLEEN	LEMZA	PLATTSBURGH	YR 1
JAN	TRYBULA	EX-OFFICIO	YR 1
JIE	ZHANG	BROCKPORT	YR2
TASNIA	ZZOHA	SUNY SA	YR1
TARAS	KUFEL	SYSTEM LIAISON	YR1

Committee Goals for 2022-2023

1. The Communications Committee developed these focus areas during the 2022-2023 Fall Planning meeting:
 - **Enhance the design and user experience of both the SUNY UFS and UFS.us websites**
 - **Increase overall website traffic to the UFS Connects, SUNY Connects, and President Connects blogs**
 - **Collaborate with standing committees to create content for UFS.us websites, highlighting Resolutions, Task Forces, White Papers, Surveys, and soliciting opinion pieces**
 - **Develop direct outreach capabilities to faculty, professional staff, campus communities, news outlets, and affiliates**
 - **Establish processes and workflow for updating and keeping sites current**

Welcome to our new committee members:

Colleen Lemza, Plattsburgh
Tasnia Zzoha, SA Rep
Taris Kufel, System Liaison

Special thank you to our outgoing committee members for their service:

Sarah Battaglia, Stony Brook
Brigitte Desport, Downstate
Timothy Gerken, Morrisville
Melissa Meehan, Buffalo State
Cynthia Proctor, System Liaison
Pamela Wolfskill, Stony Brook
Diane Hamilton

Special Assignments for the Committee:

- Committee Member Jie Zhang has agreed to curate all publishing and posting to UFS Connects
- UFS Past President Gwen Kay directs the official social media Twitter account
- Former UFS President and committee member Pete Knuepfer has agreed to be the official photographer for committees, speakers, and plenary proceedings

Summary of Committee Accomplishments since last Plenary:

UFS Connects Articles published:

- a. **10/19/2022 UFS President and SUNY Parliamentarian Visit SUNY Canton** by Kyle Fennell, SUNY Canton [article](#)
- b. **10/15/2022 SUNY FCCC and UFS Presidents Meet New SUNY Presidents and Officers-in-Charge** by SUNY UFS President Keith Landa, SUNY Purchase [article](#)
- c. **10/14/2022 UFS President at the SUNY Student Assembly (SUNYSA) Leadership Conference** by SUNY UFS President Keith Landa, SUNY Purchase [article](#)
- d. **9/13/2022 UFS President Participates in National Shared Governance Meeting** by SUNY UFS President Keith Landa [article](#)

UFS Resolutions this session:

- a. Process for professional staff advancement resolution – collaboration with Operations Committee – planned for Winter 2022 Plenary submission

Committee Meeting Dates for 2022-2023

The committee continues frequent contact by UFS Comm committee email. Additional meeting dates TBD as needed. Regularly scheduled meetings will be held on the first Friday of the month via Zoom.

- Oct 7, 2022 1:00 PM
- Nov 4, 2022 2:00 PM
- Dec 2, 2022 2:00 PM
- Jan 6, 2023 2:00 PM
- Feb 3, 2023 2:00 PM
- Mar 3, 2023 2:00 PM
- Apr 7, 2023 2:00 PM

Items under consideration

1. Creation of a master listserv with individual members of each campus to allow for direct communications
2. Collaborate with other Standing Committees on Resolutions, White Papers, and projects
3. Survey CGLs to compile campus specific communications methods and links to social media pages
4. SUNY Plattsburg journalism student project to create media plan and blog content
5. Review of new article ideas, submissions, and proposals for resolutions
6. Portrait/photo requested from CGLs and Senators to load to the website

Outcomes/Queries for the UFS Senators to share with their campus

- Senators, CGLs, and their governance members can submit articles to UFS Connects by emailing: UFSCOMM-L@LS.SYSADM.SUNY.EDU
- Promote the UFS blogs and encourage your campus members to stay connected, comment, and share <http://www.sunyufs.us/ufs-connects>
- Tweet and retweet UFS activity <https://twitter.com/SUNYUFS>
- Participate in advocacy efforts to increase funding for SUNY during this budget cycle