

**University Faculty Senate
Communication Committee
Joe Marren
Spring Plenary Report**

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. 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.

Committee Members 2019-20:

Joseph Marren—Chair, SUNY Buffalo State
Leo Rosales—System Liaison SUNY System Administration
Jennifer Redinger—SUNY System Administration
Chester Bennett—SA Liaison SUNY Student Assembly
Alithia Alleyne—Downstate Medical Center
Justin Giordano—Empire State College
Phil Glick—University at Buffalo
Keith Landa—SUNY Purchase
Barbara Moore—SUNY Purchase
Hope Sun—Empire State College
Shahid Zaheer—Farmingdale

Most of our time since this year was spent on making sure our efforts at getting out a timely and informative post-plenary report were successful. Part of that effort dealt with concentrating on social media since it was a way of getting out nuggets of information while reports were being given. Such tweets and other efforts were not exhaustive but had the potential of driving traffic to anyone who was interested to further and more in-depth information on our web site.

At the Fall Plenary we introduced hash tags and other identifiers for use on Twitter (and other platforms) and several of us were quite active during the plenaries posting Tweets about what was being discussed.

Along a parallel line we realized that we need to concentrate on take-home messages from presenters to ensure consistent messaging, and will improve on having instant photos to put on Twitter during plenaries.

We found a volunteer to assist with support on making the web site more user-friendly and timely. We do not yet have a report on how well this has worked.

Along with that comes increased attention to (and action on) the Post Plenary Report and The Bulletin. It is anticipated that The Bulletin will be a focus in the upcoming year. Our goal will be to solicit articles from a broad range of constituents, edit the written pieces, and get them published online in a timely manner. Such articles will be seen as “think pieces” that can delve into an issue or personality in a few hundred words with links and pictures or other art elements.

To recap:

1. Post-plenary report changes. We made strides in streamlining and focusing on core areas during plenaries that lead to action items for campuses: the resolutions, the president’s report, the chancellor Q&A, the chancellor presentation, and the provost presentation.
2. Online Bulletin. The goal was to have plenary session presentations written up for use in the Bulletin. The committee still has to develop mechanisms to solicit other materials / stories / analyses for the Bulletin.

There was a request from the Graduate Committee to work with them on an event. No further word came from that. We look forward to working with other committees in getting out our message.

I have to apologize for not calling any meetings. Our main concentration was on the PPR, which meant working with a core group. That will not happen this upcoming year.