

**University Faculty Senate
Communication Committee
Joe Marren
181st Winter Plenary at Cobleskill
January 17-19, 2019**

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. 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 2018-2019

Member

Campus

Joseph Marren – Chair, SUNY Buffalo State

Gabrielle DeMarco - System Liaison SUNY System Administration

Nicole Pereira—SA Liaison SUNY Student Assembly

Alithia Alleyne—Downstate Medical Center

Norman Goodman—Stony Brook University

Katherine Hubbard—SUNY Buffalo State

Keith Landa—SUNY Purchase

Barbara Moore—SUNY Purchase

Logan Rath—The College at Brockport

Jennifer Redinger—SUNY System Administration

Summary of Committee Actions since Spring Plenary

Meeting with liaison, chair and UFS administrators and staff to redesign new UFS website

Agenda Items for 2018-2019

- See how COM can integrate/support other committees (e.g., Governance and Graduate) → working with CGLs and Operations Committee on a combined survey on communicative effectiveness to be distributed prior to (and at) the January plenary)
- How to better use technology and social media to enhance UFS external communication → in progress
- Revise and re-invigorate The Bulletin → in progress
- Improve internal communication → in progress

Here is where we are at as far as projects:

a.) Tweak and upgrade the website (www.sunyufs.us) to make it easier to navigate and, thus, use for better internal communication.

b.) We had two Zoom meetings this semester to revise the survey on how the committee can best serve the Senate. As such, it is both an as[irrational/occupational document that will be distributed prior to the plenary.

d.) Continue to help copyedit the president's "Three Things," the post-plenary report, and help in other ways with any external communication.

We are focused more on crafting a plan for better internal communication rather than scattershot reaction to internal and external issues and topics. As such, we look forward to working with colleagues. Our goal is to show senators and others "What's in it (UFS) for you?"

Finally, we should be thinking of events/issues/programs/nuggets o'news on our campuses to help Gwen with Three Things. And we can also tweet our accomplishments.