

**University Faculty Senate
Communication Committee
Joe Marren
Winter 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 the last plenary was spent on social media and the web site. At the Fall Plenary we introduced hash tags and other identifiers for use on Twitter (and other platforms). We need to concentrate on the take home messages (#TTHM) from presenters (at least 3 pre-edited 280 character tweets per presentation, which will include the #TTHM and the hashonomy pre-published for that plenary) to ensure consistent messaging, and will improve on having instant photos to put on Twitter during plenaries.

We looked for and found a volunteer to assist with support on making the web site more user-friendly and timely. A revamped website will be formally introduced at the Winter Plenary.

Along with that comes increased attention to (and action on) the Post Plenary Report and The Bulletin. Both will be revised and more timely. Specifically:

1. Post-plenary report changes. The PPR will be streamlined to focus on core areas of the Plenary that lead to action items for campuses: the resolutions, the president's report, the chancellor Q&A, the chancellor presentation, and the provost presentation. As much material as possible will be pre-written (e.g., summary of the resolutions, summary of the president's report). Sectors will be responsible for providing their questions and the chancellor's response to them.
2. Online Bulletin. Other plenary sessions will be written up for use in the Bulletin, and will not need to be prepared on the same timeline as for the PPR. The committee will develop mechanisms to solicit other materials / stories / analyses for the Bulletin. The social media campaign will be used to drive traffic to the stories and other content published for the Bulletin.

There was a request from the Graduate Committee to work with them on an event. This is a work in progress.