



**UFS Communications Committee**  
**Alithia Alleyne, Chair**  
**2023 SPRING PLENARY**  
**Upstate Medical Center - Syracuse, New York**  
**April 20-22, 2023**

**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**

<b>First Name</b>	<b>Last Name</b>	<b>Campus</b>	<b>TERM</b>
ALITHIA	ALLEYNE	DOWNSTATE	CHAIR YR 2
KYLE	FENNELL	CANTON	YR 2
WESAM	HASSANIN	STONY BROOK	YR 2
PETER	KNUEPFER	BINGHAMTON	YR 3
COLLEEN	LEMZA	PLATTSBURGH	YR 1
JAN	TRYBULA	EX-OFFICIO	YR 1
JIE	ZHANG	BROCKPORT	YR 3
TASNIA	ZZOHA	SUNY SA	YR 1
TARAS	KUFEL	SYSTEM LIAISON	YR 1

**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**

### **Summary of Committee Accomplishments since last Plenary:**

- **UFS President Keith Landa** curates content for **President Connects**
- **UFS Communications Committee Member Jie Zhang** has published all blog post this session on **UFS Connects**
- SUNY UFS Twitter feed has **5,991 tweets** and **828 Followers**. **UFS Past President Gwen Kay** continues to direct the official social media Twitter account
- Photos posted on blog and Twitter by former UFS President and **UFS Fellow Pete Knuepfer**
- Website management of UFS Plenary Committee Reports, Resolutions, and archives by **UFS Secretary/Treasurer Jan Trybula**
- Graphic pages added to UFS Connects

### **UFS Connects Articles published**

- a. **4/19/2023 Turkish delegation visits Upstate Galisano Center for Special Needs to learn about autism care** by **Jean Albanese**, Assistant Director, Public and Media Relations @ Upstate Medical University (Repost – Stony Brook University News); Contributed by **Alithia Alleyne**, Chair, SUNY UFS Communications Committee [article](#)
- b. **4/19/2023 Notes of a DEI Search Chair** by **Abena Ampofoa Asare**, Associate Professor of Modern African Studies @ Stony Brook University (Repost - Inside Higher Ed); Contributed by **Wesam Hassanin**, SUNY UFS Communications Committee [article](#)
- c. **4/17/2023 SUNY Graduate Research Conference** by **Alithia Alleyne**, Chair, SUNY UFS Communications Committee, **Isabelle Bichindaritz**, Chair, SUNY UFS Graduate and Research Committee, and **Peter Knuepfer**, SUNY UFS Communications Committee [article](#)
- d. **4/14/2023 SUNY UFS Connects Spotlight—Jie Zhang Professor @ SUNY Brockport** by **Alithia Alleyne**, Chair, SUNY University Faculty Senate Communications [article](#)
- e. **4/13/2023 Meet the Connects Contributors** [list of the contributors](#)
- f. **4/12/2023 SUNY Chancellor Visits Brockport Campus** by **John Follaco**, Assistant Vice President for Communications, SUNY Brockport, and **Jie Zhang**, SUNY University Faculty Senate Communications Committee [article](#)

### **Gallery Photos Published:**

Gallery @ SUNY UFS 2022 Spring Plenary

4/13/2023 by **Peter Knuepfer**, SUNY University Faculty Senate Communications Committee [Gallery-2022 Spring Plenary](#)

Gallery @ SUNY UFS 2022 Fall Planning Meeting

4/13/2023 by **Peter Knuepfer**, SUNY University Faculty Senate Communications Committee [Gallery-2022 Fall Planning Meeting by Knuepfer](#)

Gallery @ SUNY UFS 2022 Fall Plenary

4/12/2023 by **Peter Knuepfer**, SUNY University Faculty Senate Communications Committee [Gallery-2022 Fall Plenary](#)

I-Phone Witness News Gallery @ SUNY UFS 2023 Winter Plenary

4/12/2023 by **Alithia Alleyne**, Chair, SUNY University Faculty Senate Communications Committee [Gallery-2023 Winter Plenary](#)

I-Phone Witness News Gallery @ SUNY UFS 2022 Fall Planning Meeting

4/11/2023 by **Alithia Alleyne**, Chair, SUNY University Faculty Senate Communications Committee [Gallery-suny-ufs-2022 Fall Planning Meeting by Alleyne](#)

### **UFS Resolutions this session:**

None under consideration for this Plenary

**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 held on the first Friday of the month via Zoom. There was no meeting for March 2023.

- Nov. 4, 2022 2:00 PM
- Dec, 2, 2022 2:00 PM
- Jan. 6, 2023 2:00 PM
- Feb. 3, 2023 2:00 PM
- Apr. 10, 2023 11:00 AM
- May 5, 2023 2:00 PM

**Items under consideration**

1. Create separate tab for photo gallery pages
2. Create Research page where faculty research can be posted to encourage collaboration
3. Explore other website hosts
4. Landing Page design

**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