



Communications Committee
Spring Plenary – SUNY Downstate Health Sciences University/SUNY Optometry
Tarrytown, NY
April 7-9, 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 1
SARAH	BATTAGLIA	STONY BROOK	YR 2
BRIGITTE	DESPORT	DOWNSTATE	YR1
KYLE	FENNELL	CANTON	YR1
WESAM	HASSAIN	STONY BROOK	YR1
MELISSA	MEEHAN	BUFFALO STATE	YR1
PETER	KNUEPFER	BINGHAMTON	YR 2
TIMOTHY	GERKEN	MORRISVILLE	YR 2
PAMELA	WOLFSKILL	STONY BROOK	YR 2
JIE	ZHANG	BROCKPORT	YR 2
CYNDI	PROCTOR	SYSTEM LIAISON	YR1

Committee Goals for 2021-2022

1. The Communications Committee developed these focus areas during the 2021-2022 Fall Planning meeting:
 - a. To report on UFS committee actions and activities
 - b. To repost articles from member campuses
 - c. To write current event articles and interest stories
 - d. To promote SUNY advocacy initiatives



Summary of Committee Accomplishments since last Plenary:

- a. UFS Connects: Articles published by:
 - Committee Member Kyle Fennell, “Esports is growing at an unprecedented rate in the SUNY System!”
 - Committee Member Jie Zhang, “Interview with Darlene Schmitt, Associate Director of the SUNY Brockport Counseling Center”
- b. Process for professional staff advancement resolution – collaboration with Operations Committee – planned for Fall 2022 Plenary submission
- c. Tweets abound thanks to Gwen Kay
- d. We are reviewing recent article ideas, submissions, and proposals for resolution

Committee Meeting Dates for 2021-2022

The committee continues frequent contact by UFS Comm committee email. Additional dates TBD.

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 and Projects

Outcomes for consideration at the Plenary

- Senators and CGLs submit articles to UFS Connects

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

- Promote the UFS blogs and encourage your campus members to stay connected, comment, and share
- Participate in advocacy efforts to increase funding for SUNY during this budget cycle