

Communications Committee Report

University Faculty Senate (UFS) 2024 - 2025

Committee Charge

FROM Governance Documents Article IV.2.b

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 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

Chair: Elizabeth Ann Moon, Stony Brook University -
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Members:

| Email | Name | Position | Campus |
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Agenda from the Fall Planning Meeting

Day One

1. Introductions
 - a. Name
 - b. Position
 - c. SUNY Career
 - d. Your Why: Your campus
 - e. Your Why: Committee
2. Understanding Our Purpose
 - a. UFS Mission Statement
 - i. The University Faculty Senate is the principal shared governance body for the state-operated and statutory campuses of the State University of New York, serving as a deliberative body on educational policies and other professional matters and as a resource on governance for University academic and professional employees. The Senate provides feedback to the Chancellor, Provost, and other senior administrative officers of SUNY on policies and initiatives coming from SUNY System Administration, and collaborates with campus governance organizations across the system on governance matters affecting campuses and SUNY in general.
 - b. Committee Mission Statement
 - i. 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 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.

- c. Focus areas
 - i. Sustainability
 - ii. AI
 - iii. Civic Discourse
 - iv. DEI
 - v. Economic Development
3. Working Group #1: Website Review
 - a. [Current Pages](#)
 - i. [Homepage](#)
 - ii. [About](#)
 - iii. [Resources](#)
 - iv. [Plenaries/Meetings](#)
 - v. [Gallery](#)
 - vi. [Contact](#)
 - b. Identifying plug ins for us to:
 - i. Manage documents/minutes/notes
 - ii. Manage users
 - iii. Project management and update tool
 4. Working Group #2: Newsletter and Article Brainstorming and Planning
 - a. Frequency
 - b. Method
 - c. Website articles
 - d. Social media
 - e. Other communication tools? (Slate, Yammer, etc.)
 5. Campus Research
 - a. Identify Contacts
 - i. Contacts for stories
 - ii. Contacts for photos
 - iii. Photo and news links
 - b. How can we use this information?
 6. Committee Breakouts
 - a. Committee List
 - i. Communications Committee
 - ii. Equity, Inclusion and Diversity Committee
 - iii. Ethics Committee
 - iv. Governance Committee
 - v. Graduate and Research Committee
 - vi. Operations Committee
 - vii. Programs and Awards Committee
 - viii. Student Life Committee
 - ix. Undergraduate Academic Programs and Policies Committee
 - x. Executive Committee

- xi. Sectors
- b. Research past work
- c. Develop action items and agenda for meeting tomorrow

Day Two

1. Committee assignments and visiting other sessions
 - a. [Assignments](#)

Questions

- Can you share your vision and goals for the upcoming year?
 - How does the UFS website support the mission of your committee?
 - We are working on developing a newsletter for each semester - how do you anticipate it serving your mission and informing others about the initiatives of your committee?
 - We will be working on collecting stories on a consistent basis from committees about your work, we would like to identify a liaison to maintain contact with.
 - Can you add me to your Google Group?
 - How could the contact form work for us?
2. Set upcoming meetings and action points
 3. Develop main presentation points

Completed Action Items

Items that have been presented or passed by the Senate this year. Please include a brief description of the actions taken to complete the goals.

Fall Plenary (October 24-26, SUNY Plattsburgh)

- Finalized plans for the 2024-2025 academic year for the Communications Committee including the website, newsletter, articles, annual report, and other methods to highlight SUNY UFS and SUNY campuses.

Winter Plenary (January 16-18, online)

- Fall newsletter was completed and will be listed on the new UFS website.

Spring Plenary (April 24-26, SUNY Oneonta)

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Committee requests for campuses

List requested actions from Senators and their campuses. These will be compiled across all committees and send out to members after each plenary as follow-up.

Fall Plenary (October 24-26, SUNY Plattsburgh)

- Collected feedback on the website and how individuals use the current site.
- Shared about plans to create article and newsletter content and collected feedback on what would support UFS initiatives.

Winter Plenary (January 16-18, online)

- Presented a preview of the new SUNY UFS website and collected feedback on how individuals wanted to submit content and manage files on the future website.
- Shared about the UFS newsletter initiative, collected feedback on potential future content.

Spring Plenary (April 24-26, SUNY Oneonta)

- Additional Content for Annual Report
 - Outline:
 - Letter from Keith
 - Fast facts page
 - Plenary report
 - Three main stories
 - AI Story
 - Public Good U
 - Looking for additional ideas
 - SUNY Downstate Story
 - Resolutions overview
 - Financial reporting
 - UFS Election Results
 - Statement from new leadership
 - Get Involved section

Meeting Dates

| | |
|---------------------|-------------------|
| September 4 | Introduction Call |
| September 19 and 20 | Planning Meeting |
| October 17 | October Meeting |
| November 14 | November Meeting |
| December 13 | December Meeting |
| March 12 | March Meeting |
| April 10 | April Meeting |
| May 9 | May Meeting |

Summary of Committee Actions for the Year

Action Plan

1. Website and Tools for Managing Communications Across Committees
2. Committee Liaison and Highlighting Committee Ongoing Work
 - a. Google Groups
 - b. Google Form for Liaison
3. Best Practice Communication Guides
4. Newsletters and Annual Report
5. Blog of Content and Video Talks and reach out to us for filming