

**University Faculty Senate
Communication Committee
Joe Marren
Fall 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

Agenda Items for 2019-20:

1. Coordinated social media campaigns for every plenary and other UFS events. The committee will develop hash tags and other identifiers for each plenary and share them with the body for use on Twitter (and other platforms). There will be common core hash tags (e.g. @SUNYUFS, #SharedGovernance #UFS2019Albany), as well as defined custom tags for individual sessions and presenters. We will solicit take home messages from presenters to ensure consistent messaging, and solicit photos from members for use in social media campaigns.

Along with that we need to discuss what is posted under UFS auspices (i.e., should have some guidance for those who will come after us), such as:

- What should/should not be posted under UFS auspices? (e.g., student and faculty accomplishments for state opps, but not about FCCC, SA, CUNY, because they have their own websites?)
 - Stories from Chronicle, etc., if about higher ed?
 - Do we criticize/compliment Dept of Ed on policies?
 - Do we promote UUP or other unions?
2. Resolution on control and quality for the suny.edu/facultysenate website. Originally planned for Fall Plenary. **Put on hold until we have improved our own sunyufs.us website first.** Resolution to highlight the importance of our web presence for governance processes and communication to internal and external audiences, and ask for more control over timeliness and quality of content posting, including a recommendation to switch to a more distributed content management system if needed, in order to reduce bottlenecks interfering with timely posting of information.
 3. Also, the committee will review other governance websites to make recommendations for design updates and information architecture changes to the sunyufs.us website. They will also make recommendations for distributed management of the website.
 4. 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.
 5. 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.