

**Governance, Communications and Recruitment (GoCore)
Committee Meeting of Faculty Senate**

October 1, 2019
3:15 PM – 5:00 PM
Rm 2312G D.H. Hill Library

Minutes

Attendees: Maria Collins, Natalie Cooke (Co-Chair), David Fitzpatrick, Chad Jordan, Barbara Kirby (Co-Chair), Andrey Kuznetsov, Troy Pinkins, Dave Aspnes

Absent: Chris Ashwell

Guests:

- Merielle Pocan, Assistant for Communication, Exec. VC and Provost Office
- Katie Miller, University Program Specialist, University Communications
- Joni Lancaster, Executive Assistant, Faculty Senate

Discussion: History and current state of communications for Faculty Senate; Process for developing communications strategic plan in coordination with communications specialists; and Senate Exec. Committee “Hot Topic” discussion assignment to GoCore in preparation for Strategic Planning

The committee heard from guests and discovered the following:

- University Communications and the Provost’s Office Communications work in coordination and have some staff with shared time between both offices.
- The Provost’s Office developed a communications strategic plan 3 years ago and is continuing to revisit this plan.
- Effective strategic plans include both the goals and the implementation plan, including specific initiatives.
- The Faculty Senate website was redesigned in 2016 by OIT and Jeannette Moore. Part of Joni Lancaster’s job is maintenance of the website, so she went to workshops on how to manage the Wordpress website.
- The process for developing a website in coordination with University Communications will involve: goal setting sessions with subject matter experts to discuss goals and take-aways for the audience from the top-level pages; communications team will develop a test website and/or mock-ups of page content and recommendations; website built based on edits to the test website and/or mockups.
- If we decide to work with University Communications on a strategic plan and/or website edits, they can give us a quote for how much the consulting fee might be. It depends on the number of hours the project will require, based on content and solutions needed.

- Depending on the level of work required, this might be a multi-year process. Splitting up work into multiple years might allow for applying for funding through the Provost's Office.
- When looking into communications efforts, need to consider:
 - Thinking about faculty vs. senators vs. future senators – how are they using the website?
 - Using current communications avenues like Provost's newsletter, The Bulletin, college all faculty lists, e-billboards across campus
 - Conducting focus groups about communications, similar to what the Provost's Office is currently doing to determine the communications efforts by their office
 - Would be helpful to create an editorial calendar and put a timeline on when stories would be best communicated
- Communications and Marketing Toolkit (<https://university-communications.ncsu.edu/toolkits/communications-and-marketing-toolkit/>) is targeted towards internal communications and provides good e-mail/newsletter templates and database of pictures.
- There is a new university calendar. Joni will get Faculty Senate added as a "department" and then colleges can get that calendar added to their own.
- Staff Senate has a robust communications team and an excellent website and newsletter. It would be helpful to meet with Staff Senate communications committee to determine best practices.
- Hans requested each college to identify a lead senator at the last Faculty Senate meeting. We might start communication efforts with these lead senators to determine what can be done within each college.
- Troy shared what is being done in PCOM to promote Faculty Senate and encourages other colleges to use the similar template: <https://poole.ncsu.edu/internal/poole-community/governance/faculty-senators/>
- A work study might be able to help us make edits to the website without a full website redesign.

Next steps will include:

- Talk with Staff Senate (Oct 15?) and then revisit goals with University Communications (Oct 29?)
- Work with lead senators for each college to determine what can be done within each college.
- Brainstorm 2-4 questions that could be used in a focus group with current senators.

GoCore has been asked to explore incorporating "Hot Topics" discussions into future Faculty Senate meetings, to help facilitate the process of developing the next Strategic Plan. After discussion, the committee thought that a GoogleDoc could be circulated among faculty to determine hot topics and readings and then committees can discuss the topics relevant to their committee.

Next Meeting: October 15, 2019 3:15 PM – 5:00 PM, Rm 2312G D.H. Hill Library