

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

April 7, 2020
2:30 PM – 4:00 PM
Zoom

Minutes

Attendees: Chris Ashwell, Dave Aspnes, Maria Collins, Natalie Cooke (Co-Chair), Chad Jordan, Barbara Kirby (Co-Chair), and Troy Pinkins

Absent: David Fitzpatrick and Andrey Kuznetsov

Discussion: Update on student teams & plan for wrapping up committee work

Troy provided a report on the student teams, including:

- The COM 529 group will have a written report ready by the week of April 12th. Troy will meet with them on April 9th and determine a time when the group will present to our committee via Zoom.
- Troy met with the BUS 495 group last week and will meet with them again this week. They plan to discuss dates to present their findings to the committee and their course instructor.

The committee reviewed the committee charge and goals set at the September 17, 2019 meeting and determined the following:

- Given that the committee provides *recommendations for* but does not *oversee* matters of governance, communications, and recruitment we recommend that the charge be revised to read:

*“The Governance, Communications, and Recruitment Committee deals with **matters internal to the Faculty Senate and the General Faculty**. It **oversees provides recommendations for** the outreach strategies for the Senate and evaluates their effectiveness in disseminating information and recruiting new members.”*

- When reflecting on committee progress regarding **governance**, we discussed:
 - Through communication methods (i.e. website redesign), the committee could facilitate transparency of and engagement with the issues of concern and highlight previous successes of the Faculty Senate with regard to governance.
 - To be most effective in providing recommendations for communication and recruitment, we propose for there to be a committee solely focused on governance. There is a possibility that the Executive Committee could respond to issues of governance, as has been done historically.
 - Removing governance from the charge would allow for this committee to focus on outreach through communication and recruitment efforts, rather than focusing on governance issues internal to the Faculty Senate.

- While reflecting on committee work regarding **communications**, we discussed:
 - Preliminary review of the student work confirms what the committee determined at the beginning of the academic year – that it will be most effective to work with University Communications to meet our goals; however, we will need additional resources because their services do not fit within the Faculty Senate budget.
 - We need to clearly define who will be responsible for which aspects of communications, discussing these responsibilities with all parties involved – Chair of the Faculty, Joni Lancaster, Executive Committee, and GoCORE committee.
 - Next year’s committee could benefit from a timeline of what needs to be completed next year to revise the website, in light of recommendations determined via this committee’s needs assessment.
 - More frequent reports by committees during Faculty Senate meetings could help to foster communication within the Senate and help Senators know what to report back to their constituents.
- While reflecting on committee work regarding **recruitment**, we discussed:
 - The previously proposed goals for communications and recruitment are intertwined, so recommendations and strategies we share with next year’s committee will integrate communications and recruitment.
 - With the website being the public face of the Faculty Senate, improving the website to share messages of impact and accomplishments may help to foster greater yield in recruitment efforts.
 - This committee needs to have a timeline for recruitment at the beginning of each year and set monthly goals for what needs to be accomplished. A toolkit for communications tailored to recruitment could help the committee be involved in the process of recruitment.
- This committee (and the Senate as a whole) would benefit from an organizational chart to illustrate workflow and the processes of the Faculty Senate.
- After reviewing the BUS 495 and COM 529 reports, committee members will collaborate to provide a list of committee accomplishments for 2019-2020 and a list of recommendations and strategies for 2020-2021. The committee believes this will be more effective than the previously drafted committee goals. This document will serve as guidance for next year’s committee.
- After creating the committee’s final report (a collaborate effort through GoogleDocs), we plan to submit to and discuss with the Executive Committee.