

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

October 29, 2019
3:15 PM – 5:00 PM
Rm 2312G D.H. Hill Library

Minutes

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

Absent: Chris Ashwell, David Fitzpatrick

Guest:

- Lynn Doby, Multimedia Specialist & Staff Senator (District 18), Textiles Creative and Technology Services, Wilson College of Textiles

Discussion: Best practices from Staff Senate Communications Committee

The committee heard from guest and discovered the following:

- The Staff Senate Communications Committee is a committee of four who has access to the Staff Senate website and makes all changes.
- On their website they include a list of all senators and an organizational chart to allow constituents to know who is serving.
- They have a Google Form for staff to include upcoming events, and members of the committee can approve what goes on the website and make billboards to go across the university. They have templates for billboards and handouts and use SirSpeedy for printouts.
- The committee creates a newsletter that goes out every month. They list 6-10 events in the newsletter and use a template for consistency.
- They have an editorial calendar for what will be sent out in the newsletter, highlighting information that is relatable and where there will be swag.
- Red & White week, Toys for Tots, Harvest Food Drive, and the coat drive all happen around the same time and are big participation events for the staff. A lot of the food goes to the students via the food drive.
- After each general meeting, they send out quick overview of the meeting to all the staff as well, so all staff are getting info about Staff Senate meetings.
- They sent out a survey last year about what the staff would like to see and heard more about college issues, rather than senate specific information, so now they have “submit your feedback” on the website. They are getting good ideas from this submission form.
- Staff senators of a certain district are expected to communicate to the district. The Staff Senate sends a template e-mail communication to each senator to send to their district. This helps to build rapport with senator and constituents. Senators are encouraged to hold “meet your senator” meeting and invite whole

district to come and meet – to allow staff to feel comfortable speaking with the senator.

- Elections happen about 3 months before end of the fiscal year, you have to volunteer or elect and then vote within staff senate. They have a ceremony to induct new senators.
- They are on all social media platforms (LinkedIn, Twitter, Facebook) and use HootSuite to post every 1-2 weeks. The goal is to avoid oversharing, make vivid, colorful strong images that will get a lot of likes. Their social media presence went up 75% over the last two years. Their current hashtag and slogan for the year is #makeyourvoiceheard.
- Given the background of the committee, they were able to focus on graphic design and video creation.
- Staff Senate meets in Governance Chambers, which allows them to broadcast meetings through Zoom, record, and then post the recording on the website.
- We are invited to attend Staff Senate first Wednesday of every month (10am-noon) to learn more about what they are discussing.
- Based on this discussion, ideas for the future of Faculty Senate include: Create a retreat for the executive committees of faculty, staff, student senates; Collaborate on policies and lobbying with staff senate; Determine the feasibility of purchasing a nice camera and speakers for recording in the Faculty Senate chambers.

The committee reviewed the Strategic Communications Plan proposal and determined:

- We are not ready to move forward with the proposed timeline, since we still need feedback from our constituents.
- Plan to reach out to faculty in communications and marketing who lead student internships and class-based projects (Jessica Jameson & Tom Byrnes) to determine if this would be an appropriate student project for next semester.

Next steps will include:

- Getting name tags for future meetings
- Contact Tom Byrnes and Jessica Jameson about potential for marketing & communication projects for next semester.
- Enter survey in Qualtrics and send out to senators

Next Meeting: November 12, 2019 3:15 PM – 5:00 PM, Rm 2312G D.H. Hill Library