

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

January 14, 2020
3:00 PM – 5:00 PM
Rm 2312G D.H. Hill Library

Minutes

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

Absent: Andrey Kuznetsov and David Fitzpatrick

Guests:

- BUS 495: Austin Maitin and Shelby Candler
- COM 529: Hiya Bandyopadhyay and Renee Potts

Discussion: Review statement of work for student practicum courses for Spring 2020

The committee heard from guests in BUS 495 and COM 429 and determined the following:

- Troy Pinkins will meet weekly with the student teams:
 - BUS 495: Marking and Sales Practicum is a course taught by Tom Byrnes
 - COM 529: Communication Campaigns is a course taught by Dr. James Kiwanuka-Tondo
- Students reviewed statement of work (see next page) and were reminded that they are to plan for short-term and long-term goals for the future that can be implemented by this committee and others. COM 529 plans to send one group member to every meeting.
- Student teams will attend at least one GoCore committee meeting each month to report back to the committee.
- The two student groups will have distinct goals, but they will complement each other. For example, BUS 495 will focus on the look and feel of the Faculty Senate website while COM 529 will focus on the content of the website.
- Students will present findings at midterm presentations (March) and final presentations in class and university-wide (e.g. innovation symposium) (April).
- The next steps for both groups will be to:
 - Send syllabus to Troy, Barbara, and Natalie
 - Meet with Hans and Joni to learn about the history of the Faculty Senate and communication (Jan 22)
 - Create a list of deliverables and a timeline
 - Conduct focus groups with GoCore committee (Feb 11)

COM 529 Statement of Work (SOW)

1. Learn more about how communications from Faculty Senate can be improved and what needs to change to act on behalf of the faculty population and attract future representatives
2. Provide a consistent framework for Faculty Senate communications (evergreen tree, newsletters, templates)
3. Ensure consistent communications with an emphasis on continuity - brand image: same voice, convey the same messages and move toward the same communications goals
4. Develop actionable next steps and tactics for Faculty Senate to implement to help reach its communications goals

BUS 495 Statement of Work (SOW)

1. Determine how to improve and change the Faculty Senate website to optimize the user experience and consider other potential marketing deliverables to communicate the Senate's key messages
2. Provide a consistent framework for Faculty Senate communications digitally (evergreen tree, newsletters, Wordpress templates, video, pictures)
3. Ensure consistent communications across digital platforms with an emphasis on continuity - brand image: same voice, convey the same messages and move toward the same communications goals
4. Develop actionable next steps and tactics for Faculty Senate to implement to help reach its communications goals.

Discussion: Request to publicize the UNC System Employee Engagement Survey

- The committee discussed the request for endorsement and promotion of the survey, noting some concern with a few of the questions.
- The committee reviewed the 2018 survey results and action plan. There appears to not be any reportable changes that have been implemented that have had a positive impact.

Discussion: Upcoming elections

- The committee discussed the need to think more purposefully about the election of the new group of senators and chair-elect.
- The committee raised questions of when that recruitment will occur and discussed crafting the communications that will be sent out to faculty.
- Ideas to include in the recruitment materials include - successful actions of the Faculty Senate and examples of outcomes of recent issues of concern

Next Meeting: January 28, 2020 2:30 PM – 4:30 PM, Rm 2312G D.H. Hill Library